

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 17, 1934

Number 2665

CRAPE ON THE DOOR

Somebody's dead; there's crape on the door;
The blinds are half-closed on the neighboring store,
Someone in sorrow, of a loved one bereft,
Somebody taken and somebody left.

Gone from this world, its care and its strife,
Gone from the dear ones beloved during life;
Gone to a home with the ransomed above,
Gone to a Savior whose fullness is love.

Closed be the eyes of the sleeper to-day,
Silent the home where the loved one doth lay;
There is a season of weeping for one
Whose troubles are ended, whose labors are done.

Heavy the footfall as each on its way
Treads the brick pavement, light-hearted to-day,
Little they heed the half-blinded store,
Little they care for the crape on the door.

Little care they in the battle of life,
Ardently fighting mid turmoil and strife;
Little care they who never look back,
With eyes firmly fixed on life's beaten track.

Onward they rush till in reaching life's bound,
They slacken the footstep and quiet the sound;
Ceasing their efforts, their labors give o'er,
Pass them by gently, there's crape on the door.

BISCUITS
by
Hekman
MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE

GOOD NEWS for YOU!

The new Fleischmann's XR Yeast is creating new sales opportunities for you. This amazing new Yeast, a recent discovery of science, is faster and more effective than any other known yeast. It relieves constipation, skin disorders, indigestion and other common ills quicker than ever. And it contains Vitamin A, the infection-preventing vitamin which helps to prevent colds.

Behind it is the greatest health advertising campaign in American history. Magazines, newspapers, radio are telling millions about it. A new and bigger demand is developing.

Prepare now to take advantage of it. Know all about this yeast so as to answer your customers' questions. Push it. It's an opportunity for better business you'll want to take advantage of.



Home Baker Flour

A High Grade Kansas Hard Wheat Flour

High Quality - Priced Low

Milled to our own formulae which is pleasing thousands of housewives. Sold throughout the entire State of Michigan. Will prove to be a valuable asset to your business. Sold by Independent Merchants Only.

LEE & CADY

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 17, 1934

Number 2665

MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY by Tradesman Company, from its office the Barnhart Building, Grand Rapids.

UNLIKE ANY OTHER PAPER. Frank, free and fearless for the good that we can do. Each issue complete in itself.

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3. per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.56 per year, payable invariably in advance. Sample copies 10 cent. each. Extra copies of current issues, 10 cents; issues a month or more old 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

Entered September 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

How the Situation Looks to Mr. Stebbins

Farmers of Montcalm country are harvesting a bumper crop of potatoes after the severe summer drought. Early fall rains have pushed this and other crops ahead and, with frosts holding off, many potatoes are much over market size. This grading out the large stock, cuts the farmers returns severely, as he is only getting forty cents per hundred for A-1 grade. Some of the large potatoes weigh two pounds and are rejected because many are usually hollow. Such is not the case with large potatoes this season and this oversize stock is being sold as low as fifteen cent per bushel.

Hemlock—Henry Heinitz, general merchant recently returned to his home here, having been under medical treatment at the hospital. He is now much improved and hopes to get down to the store soon.

Saginaw—I have heard more complaints to day than a year ago. The manager of a large food store on Gratiot street told me their trade shows a decline the past three years. No merchant sees any hope for normal trade with the chains getting over half of the volume of the trade of the city. Talked with a number of good merchants to-day and they feel that something should be done to bring the trust situation more prominently before the president and congress. They feel they are standing idly by and seeing their business gradually destroyed. They admit the Tradesman is their best friend among all publications and as it has the confidence of business men in general, it is the most competent to lead in a movement to rally independent business men in every line of industry and trade, to unite in raising a strong voice against oppression. Many merchants would take the Tradesman were it not they feel they are in danger of losing out. One merchant to-

day said he took it many years, then sold out. He had to take the store back and with other losses he was behind on his taxes and had other urgent obligations. It is a hard situation to go up against in getting subscriptions. The conditions in the larger cities is worse than in country towns. The experiments of the President seem to touch about everything, but the real trouble, that is preventing business recovery. I can see no hope as long as these blood-sucking monopolies are feasting on trade that towns and cities must have in order to maintain business health. It is a situation that should stir to action the fighting blood of every American.

One of the oldest merchants in this city is Anton Strokel, who was born in Austria in 1851. He came to America in 1874 and to this city in 1885 and built the grocery store he now conducts. When he was twenty-three years old and weighed 106 pounds he became interested in walking matches. At one time he entered into a six days contest among a list of noted champions. The match was held in a large rink here and a fifty-cent admission was paid by the public. He averaged seventy-two miles a day and won the race, receiving \$2,000 as his share of the admissions paid. He entered into many pedestrian contests and was seldom beaten. A year ago, when eighty-two years of age, he walked to Bay City, fourteen miles, in one and a half hours. On the return trip the same day, it took him one and three-quarter hours. Before he became a merchant he worked in the lumber woods. He has kept a scrapbook filled with newspaper clippings of many of his pedestrian feats. As the old merchant described his prowess in walking, his eyes brightened and his earlier enthusiasm warmed up, as he demonstrated his active steps from one end of the store to the other. Mr. Strokel says he began reading the Michigan Tradesman shortly after it was first published and that he cannot keep store without it.

Saginaw is one of the leading commercial cities of the state. A bronze tablet, erected on the corner of the Fordney Hotel by the D.A.R., says this was the site of Fort Saginaw, erected in 1815. This city was formerly the greatest lumbering and salt center of the state. From Saginaw nearly to Bay City, lumber mills and salt blocks lined the river banks. Here was a wonderful scene of activity as puffing tug boats drew rafts of logs to the mills and towed sailing vessels out to Saginaw bay. Slabs of logs at the mills were converted into staves for salt barrels which when filled with salt, sold at sixty cents per barrel. Mill refuse was burned in evaporating the

brine, also the solar system was used in which the heat of the sun was utilized. Before the days of the present modern system of water works, with filtration plant, the city had deep wells drilled at the corner of nearly every block and installed a large hand pump, so the people could have an ample supply of pure water for drinking and cooking purposes. A few years ago there was quite a boom here when oil was first discovered. Many wells were drilled and a refinery was erected. The oil pool was not as large as first supposed, but several wells are yet being pumped and bring in a fair revenue for the owners. Business here showed a most encouraging improvement the first half of the year. Since then it has gradually declined. Home merchants, both wholesale and retail, with few exceptions, state there is little if any profits in business. They are fully conscious of the invasion of outside chain corporations, covering every kind of merchandise. Not satisfied with their mail order trade, both of the big corporations of Chicago have stores here. I was told there are very few home merchants left in the business center. When local merchants are unable to make a profit, there is no money to spend in business expansion. Schools, churches, lodges and societies are affected seriously. How would these institutions fare if the people gave all of their patronage to the greedy chains? They would soon learn they had "killed the goose that laid the golden eggs." Saginaw, like nearly all other cities, is impoverished by its own people, who turn down the home business and make chain corporations prosperous. The Board of Commerce officials state that the chain stores hold membership in their organization and that it would be embarrassing to them to have any discussion raised against them. No one has anything against employees of chain store corporations, as they must have employment. It is the greedy corporations, not the employees, that are draining the city of the profits on trade. The profits on trade built this city. How much of a city would it be, if it depended upon the profits on the trade given to chain stores? A Board of Commerce is supposed to stand for the vital interests of a city. It should be 100 per cent. loyal to its institutions. It should look upon an outside institution located here to exploit the city that home people built as an enemy to the public welfare. The people here do not patronize these monopolies because they want to injure the welfare of their home city, but they do it because they have never studied the effect it has upon all classes of local property. This situation should awaken the civic leaders of the community. The press

and the pulpits should take an active part. It is an economic problem of vital interest to the future welfare of Saginaw. What will be the results of more chain stores in five years or ten? What will be the effect upon the lives of young men and women, desiring to enter commercial life? What will be the effect upon the unemployment situation? Why let a few great monopolies hog the business of the city, state and Nation? It is a fundamental principle of economic law, that every community must have the profits on its own trade if it is to remain in a healthful business condition.

E. B. Stebbins.

Battle Creek Food Dealers Very Active

Verl C. Merzhon, Cherry Street grocer, was elected to succeed J. M. Stanley of Urbandale, as president of the Battle Creek Independent Food Council at its annual meeting in the Knights of Pythias hall on East Michigan avenue last Thursday night.

Everett Johnson was chosen to succeed G. S. Crase as vice president. William B. Mason was re-elected secretary and H. T. Brown re-elected treasurer.

The board of directors chosen is as follows: H. C. Latta (re-elected), Howard Chapman (re-elected), and Hugh Nay, all to serve one-year terms; Thomas Johnson, Audrey Wakefield (re-elected) and Guy Withers (re-elected), all to serve two-year terms.

State Senator Francis Kulp was the principal speaker, his addresses being entitled "Taxation on Real Estate" and "Organization."

Senator Kulp declared himself in favor of a system of taxation that does not increase the already-heavy burdens on real estate, expressing the opinion that incomes should be taxed instead of property.

Attorney Harold Steinbacher, democratic candidate for prosecuting attorney, and Attorney Charles Lockwood, democratic candidate for state representative, gave short talks.

Initial plans for carrying the protest against the compulsory license for manufacturing sausage to the state and National food organization were made by the grocers and meat dealers attending the meeting.

The license, made compulsory by the state about a year ago, was branded as "unfair" and "unnecessary." The food dealers believed that the inspection of meats by the pure food and state inspectors is adequate, and that special inspectors of sausage are not necessary.

Further action on the protest will be taken at a meeting of the new board of directors and officers soon.

The key to happiness: Determination, then resignation.

It isn't genuine success if it didn't benefit others.

MEN OF MARK

A. D. Baker, the Well-Known Fire Insurance Authority

From the standpoint of economists mutual insurance represents the ideal method of providing against loss by fire, death or accident. Stripping the principle of its technicalities and its practical application of legal requirements, it means substantially an agreement on the part of a certain number of persons, firms or corporations to stand by each other in case of loss of any kind and that where a member of the company suffers injury or damage he is to be recompensed by the others. Mutual insurance is insurance for protection as against insurance for profit. If the affairs of the mutual companies are wisely and capably administered those who are identified with such organizations profit by whatever legitimate margins there may be in the business rather than in the absorption of the surplus funds by the owners of stocks, as in other kinds of insurance companies. The great difference between the so-called stock companies and the mutual companies is that the latter have no capital stock on which it is necessary to pay dividends. Whatever margin may occur between the premiums paid in and the losses plus operating expenses belongs to the policy holders pro rata. This operates to eliminate capital from consideration and results in supplying insurance as nearly at cost as the wisely directed ability of the management makes possible.

Insurance may be regarded as the essence of selfishness or its antithesis. People do not take out insurance policies of any kind as a rule with the desire and intention of sharing the losses of others; rather, they want others to share their losses; but in order to secure this protection it is necessary for them to place the matter on a reciprocal basis. It is a case of, "You tickle me and I'll tickle you." Who evolved the idea of mutual insurance, or insurance of any kind, is not known positively. Benjamin Franklin is ordinarily given credit for organizing and directing the management of the first insurance company in the world. This, of course, was a mutual company, which is still in existence, confining its business to the state of Pennsylvania. The company has proved to be so prosperous that no long-time policy holder has been asked to pay a penny into the company for many years. His risk is kept in force by the earnings of the investments the organization has been able to make in the past. Ever since men huddled together in villages for protection against common foes this idea has been growing and an application of it in concrete form is the mutual insurance company, the motto of which might well be "Protection for all and profit for none." Were mutual insurance ideas to rely wholly for support upon the philanthropy or brotherhood of helpfulness which it is argued should animate the breasts of all it probably would prove a dismal failure. Man has not sufficiently progressed to

take up any great work and carry it on when the only object to be attained is the general betterment in some particular phase of human activities. As a rule business men want to know "what there is in it" for themselves, and on the basis of present conditions this is a perfectly legitimate and reasonable enquiry. In mutual insurance they figure there is something in it for themselves and also something in it for others. The result has been to boom the mutual insurance principle and to bring about the organization of many of the progressively popular companies of this character.

A. D. Baker was born at Lansing July 28, 1869. His ancestors were descended from the English on both sides. His father, Lieut. Baker, captured J. Wilkes Booth on the Garrett farm, in Virginia and held the assassin of Lincoln in his arms until he died. Ray Stannard Baker and his gifted brothers are cousins of Mr. Baker. He received a high school education in the public schools of Lansing, subsequently completing the agricultural course at the M. S. C. On his graduation from college in 1889 he entered the office of the Michigan Millers Mutual Fire Insurance Co. as office boy at a salary of \$25 per month. He has since acted as policy writer, solicitor, inspector, adjuster, director, Secretary, Manager, President—in fact, about every position in the gift of the company. He was secretary thirty-seven years and has been president eight years. Under his direction and control the company has changed from a state to a National company, doing business in forty-four states. During his connection with the company it has increased its surplus to policy holders from \$35,207.44 to \$700,000. The amount of dividends declared and paid has been increased from \$11,810 to \$700,000. This remarkable showing is due largely to the energy and efficiency of Mr. Baker, who has come to be regarded as one of the most able fire insurance executives of the country. He now has 110 people employed in his office, which is located in a five story building, owned by the company, erected in 1929 at a cost of \$450,000. The building is the last thing in modern office building construction.

Mr. Baker organized the Michigan Commercial Fire Insurance Co. in 1905, with a capital of \$400,000. He built up a surplus of \$300,000 and sold the business sixteen years ago to the Boston Fire Insurance Co.

For many years Mr. Baker acted as Western General Agent for the Boston Fire Insurance Co. and the Old Colony Fire Insurance Co. His jurisdiction comprised fourteen states.

Mr. Baker has been a director of the Union Building and Loan Association thirty-three years. He was also president of the latter organization.

Mr. Baker was President of the Western Insurance Bureau one year and for ten years acted as President of the Western Sprinkler Risk Association. He was also a director in the National Board of Fire Underwriters.

Mr. Baker was for two years a director in the Gier Pressed Steel Co., of

Lansing, until it consolidated with the Motor Wheel Corporation.

Mr. Baker is President of the Improved Risk Mutuals of New York City, a National organization of fourteen member companies—all strong mutuals.

Mr. Baker is President of the Association of Mill and Elevator Mutual Insurance Companies, which has been in existence about thirty-five years.

Mr. Baker is President of the Industrial Bank of Lansing, which went through the depression with flying colors. The Government has no preferred stock in this bank.

Mr. Baker was married thirty-nine years ago this month to Miss Edith Cooley, who was a grand daughter of the late Judge Cooley, Chief Justice of the Michigan Supreme Court. Two children have joined the family circle—a daughter who is now Mrs. Paul C. Yull, of Lansing, and a son, Stannard L., who is now a junior executive of the Michigan Millers Mutual Fire Insurance Company.

Mr. Baker was for many years a devotee of fishing and hunting, but at present he devotes his spare time largely to golf, of which he is an ardent disciple. He was President of the Riverside Country Club for two years, during which time the extensive building projects of that organization were carried into effect.

Mr. Baker attributes his success to hard work and to his determination to give everybody a square deal.

Not content with building up one of the largest and most profitable mutual fire insurance companies in the world Mr. Baker conceived the idea fourteen years ago of grouping a dozen of the strongest mutual companies in America in a state-wide insurance to be conducted under the style of The Mill Mutuals. This is one of the most ambitious projects ever put in execution and few men are adapted, either by experience or executive capacity, to work out the details connected with so comprehensive an undertaking. Mr. Baker has already increased the members of constituent companies from a dozen to twenty-two and has surrounded himself with an organization which is universally conceded to be the strongest and most cohesive working force of any other insurance organization in the United States.

Some men acquire fortunes for themselves at the expense of their associates and customers. Mr. Baker happens to be one of those rare men who has accumulated a competency for himself and at the same time has accumulated a \$1,000,000 surplus for his business associates. At the same time he has saved them more than a million dollars, which has been returned to them in the form of dividends on their policies—return premiums, if you please, on money they would never have seen again if they had done business with stock companies, instead of a mutual company. Still further, Mr. Baker has shown his associates how they could reduce their premium payments fully 40 per cent. by improving their risks. Talk about growing two blades of grass where only one blade

grew before, Mr. Baker has doubled this ideal desideratum by bringing about four distinct accomplishments in the course of his long and exceedingly valuable business career.

Mr. Baker is the ideal business man and executive. He loves truth and practices continuously to make it prevail. He hates cruelty, sham and pretense and all bogus infallibilities. He is considerate of everyone about him, affectionate and charming. He maintains about him an atmosphere in which kindred minds can work with confidence and in tranquility.

The Household Budget Spurts Upward

The cost of living is at its highest point since August, 1933.

However, some consolation was in sight for the family larder, with a reported drop, the first since last April, in the retail food price list.

Viewed over a period of one year, foods particularly, and housing, clothing, fuel and light and sundries, all experienced a jump in prices. From a survey by the National Industrial Conference Board it was revealed that the cost of living of wage earners increased 1.8 per cent. from August to September, the sharpest rise since August, 1933. As a result, this advance sent living costs in September to a point 4 per cent. higher than in September, 1933, and 13.3 per cent. higher than in April, 1933, when America enjoyed the low point in its cost of living.

Food prices sky-rocketed by 4.4 per cent. from August to September, although Commissioner Lubin, Bureau of Labor Statistics, disclosed that for the first time since April, when retail food prices began their sensational advance, the American consumer in the two weeks' period ending Sept. 25, noticed a decrease in the over-the-counter prices of a number of food prices.

A prediction was made sometime ago by Commissioner Lubin that the consumer would "get a break" as far as food prices went, in so far as the month of October would see a general decline of all retail prices due to overstocked wholesaler's shelves.

"Meats," Commissioner Lubin stated, "showed the largest decrease, 1.6 per cent., due to declining prices for lamb, pork chops and steaks." Dairy products also showed a decrease, although cereals showed an increase.

A Revolutionary Wire

How would you like to be able to design a house or a vacuum cleaner or a portable machine tool (or any other device that consumes electricity) in which all electric wiring was approximately half the weight of, and decidedly thinner than, the wire you now use?

This light-weight wire is now actually being made. Forest rangers use it in fighting fires, and the Signal Corps in field operations. One man can carry twice the length of wire on his back that he used to carry. Makers of the wire have now begun to turn it out for general industrial purposes.

Undoubtedly many revolutionary changes in design of machines and eventually in housing plans will result.



Arthur D. Baker

MOVEMENTS OF MERCHANTS.

Lansing—The Barker-Fowler Electric Co. has opened a retail electric store at 6 Strand Arcade.

Hillsdale—Binder & Zapp, Inc., 45 Broad street, has changed its name to the Binder Motor Sales Co.

Detroit—Dennen's, Inc., 37 East Grand River avenue, has changed its name to Dennen's Book Shop, Inc.

Detroit—The Union Distilleries Co., 8825 Van Dyke avenue, has increased its capital stock from \$10,000 to \$100,000.

Morenci—The Cline-Awkerman Lumber Co. has changed its name to the Awkerman-Dailey Lumber Co. of Morenci.

Ironwood—The Lewis Shoe Stores, Inc., 126 East Aurora street, has increased its capital stock from \$5,000 to \$15,000.

Detroit—The Wayne Equipment Co., 1029 Penobscot Bldg., dealer in machinery, has capital stock of \$10,000 \$1,000 paid in.

Detroit—The Columbia Electric Supply Co., 439 East Columbia street, has changed its name to the Splane Electric Supply Co.

Custer—Thieves entered the hardware store of Olson & Smedberg and carried away considerable stock of special interest to hunters.

Roseville—The Macomb Distributing Co., Box 276, has been organized to deal in beer and other spirits with a capital stock of \$10,000, all paid in.

Detroit—The Pontiac Nursery Co., has decreased its capital stock from \$75,000 to \$50,000 and removed its business offices to Romeo, Michigan.

Grand Rapids—Lee & Cady have made two additions to their Red and White line this week—James Deacey, of Evart, and C. C. Guilfoyle, of Harvard.

Whitehall—J. B. Masure, proprietor of the Photo Shop, has purchased the White Lake Bakery block and will occupy a part of the building with his business.

Howard City—Thieves entered the general store of Bert E. Meier and carried away the contents of the safe, money taken in after the closing of the bank.

Detroit—Irwins, Inc., 1224 Randolph street, has been incorporated to deal in apparel for men and boys, also shoes at retail with a capital stock of \$4,000, all paid in.

Detroit—Newton Johnson, Inc., 9501 Grand River avenue, dealer in automobiles, trucks, parts, etc., has a capital stock of \$8,000, \$3,000 being subscribed and \$1,000 paid in.

Homer—Reuben Buss, meat dealer here for the past two years has removed his stock of meats and market equipment to Jackson where he will resume the meat business.

Detroit—The M. C. Hardware Co., 302 West Seven Mile Road, has merged its business into a stock company under the same style with a capital stock of \$10,000, all paid in.

Port Huron—The United States Savings Bank of Port Huron, has changed its name to the Peoples Savings Bank and decreased its capital stock from \$250,000 to \$200,000.

Howard City—Sid V. Bullock has sold the brick block which for many years housed his drug stock to E. J. Peterson, of Grant, who will use it for an onion storage warehouse.

Petoskey—Herbert Fox has sold his interest in the Petoskey Upholstery & Window Shade Co., 320 Lake street, to Harry G. Baart. The business will be continued at the same location.

Flint—Waterston's, Inc., 126 East Kearsley street, dealer in merchandise and commodities at wholesale and retail, hardware, etc., also has been capitalized at \$10,000, \$3,500 being paid in.

Bay City—A new shoe store has been opened here under the name of Singer's, Inc. The company is headed by Morris M. Singer, 1611 Seventh street, and specializes in ladies' shoes.

Allegan—Ben Bush, who has conducted a clothing store here for years, and Fred Terry, for many years with the Allegan Grange store, have purchased the Hancock general stock at Otsego.

Sturgis—The Rishel Electric Appliance Co., which bought the former Grobhiser-Cabinetmakers Co. furniture factory recently, has remodeled the plant and been incorporated with capital stock of \$650,000.

Ludington—Myron Fredericks, proprietor of the Farmer's Friend grocery store and meat market, has sold the stock and equipment to Harold Sanders and Frank Pelaske, who will continue the business under the same style.

Monroe—The Stockford Coal & Oil Co., has merged its business into a stock company under the style of the Stockford Monroe Fuels, Inc., 1021 West Front street, with a capital stock of 1,000 shares at \$10 a share, \$2,000 being paid in.

Roscommon—Bruce Rutledge, 57 years old, hardware merchant, died at his home here last Saturday night of heart trouble. He is survived by his widow and two sons, Stuart and Blaine, and his aged parent. The funeral was held here Tuesday forenoon with burial at Port Huron.

Detroit—Fred Heiler died in Providence Hospital Saturday after a brief illness. He was 62 years old and a native of Germany. He was a cigar manufacturer for many years, retiring some time ago to enter the restaurant business, in which he was engaged at the time of his death. He is survived by his wife, Elizabeth, and a son, J. Julius.

Detroit—Julius Parker has taken over sole interest in the store of Parker Brothers at 5129 Hastings street. His brothers, Abe E. Parker, has withdrawn from the joint firm, and has taken the store at 9301 Mack avenue, on the East side of the city, operating the latter as A. E. Parker. The downtown store at 100 Monroe avenue is being closed, and all business will be concentrated at the parent store on Hastings street.

Detroit—The leased shoe department in the D. J. Healy & Co., exclusive Detroit women's store has been taken over by the new firm of McBryde-Templar, Inc. It was formerly run by V. V. McBryde, of the McBryde Boot Shop, who continues his

shop in the David Whitney building. The new corporation is formed by McBryde and Fred W. Templar, who was formerly manager of the department, and has now been added to the partnership. It is located on the third floor, and forms one of the most successful of the newer departments in the shoe field in Detroit.

Manufacturing Matters

Flint—The Alarm Mechanism Corporation, 1923 Avenue A, has been organized to manufacture and sell alarm mechanism with a capital stock of \$100,000, \$3,000 of which has been paid in.

Detroit—The Continental Display Corporation, 2182 East Grand Blvd., has been incorporated to manufacture and sell display fixtures, with a capital stock of \$45,000 common and \$5,000 preferred, \$1,000 being paid in.

Saginaw—The Robbenolt Refrigerating Co., has merged its business into a stock company under the style of Robbenolt-Otto Corporation, 249 Goff Bldg., manufacturing mechanical units with a capital stock of \$50,000, \$10,000 being paid in.

St. Joseph—In a campaign to stimulate the use of beet sugar for canning, the Farmers and Manufacturers Beet Sugar Association of Saginaw is distributing 5-pound sacks to all girls in the 4-H canning clubs in Berrien County. Each of the girls receiving the sugar is asked to display a jar of fruit canned with this sugar at the agricultural 4-H fairs to be held shortly.

Percal and Denim Prices

Retailers wholesalers declare that price readjustments will have to be made on both percales and denims before they can be expected to place substantial orders on them. They point out that with some converters quoting a price of 14½ cents on 80 square percales to retailers they could not be expected to buy them at 13½ cents and resell them at a cent higher. Either the converting price would have to advance or the mill quotations would have to come down. They admitted that on the present gray cloth basis they did not know how the latter could be done. The denim bids for Government supplies have upset that market, they added, and some readjustment appears necessary there.

Christmas Sampling

To stockholders and employees, General Foods is offering a Christmas gift with a business slant—a bread tin containing twenty-three General Foods products for \$2.50. At regular prices, the merchandise would cost \$5, including the box; stockholders are limited to one gift, though employees are not. Because the object of the offer is to place samples in groups of people which it thinks will be highly responsive, General Foods doesn't care whether buyers use the gifts themselves or send them to friends. In either case, it expects to gain new and permanent customers for the full line of its products. Last year, half of the company's 10,000 employees bought similar gift boxes; this year, the num-

ber of buyers, swelled by stockholders, is expected to be much larger, perhaps more than double.

Appliance Sales Rise Continues

For the fourth consecutive week orders on small electrical appliances showed a substantial gain in the wholesale market. Both independent and department stores came into the market for replacement stocks of low-end goods for use in current promotions. Orders for later delivery also increased. Late Fall and holiday business already written by manufacturers is estimated at 15 per cent. ahead of that for the corresponding period of last year and equal to 1931 figures. A large part of the heavy advance buying, producers said, is due to the fact that retailers have been assured that present prices will remain in force for the balance of the year.

Stores Re-order Hollow Ware

Demand for holiday goods improved sharply in the metal hollow ware market last week, due to the activity of buyers from New England and Western stores. Reports of good trade on all types of merchandise were given by the buyers who re-ordered low, medium and better price sterling, silver plated and chromium plated, silver plated. The goods are wanted for delivery early next month. Manufacturers complained that local stores continue to postpone holiday commitments. Retailers here, it is said are uncertain of future business and are determined to wait until late this month before placing orders.

Sales of Fancy Groceries Gain

While the demand for staple articles in the wholesale grocery market continues steady, distributors report that the percentage of the better grades of goods and fancy items being included in orders from retailers has shown a large increase this week. Chain store organizations are said to be taking larger quantities of merchandise considered in the "luxury" class, particularly for holiday distribution, as it is believed that consumer demand will be much larger this year than during the same period last year.

Twin-Sweater Orders Heavy

The demand for women's twin-sweater sets is outstanding in the current knitted outerwear activity. Because of the production problem involved in the turning out of the two types, deliveries are slow and some mills are sold up for several weeks. Agents explain that the extra work involved in the outer coats, such as the borders and button holes, slows down the production rate. The slipovers, they said, can be produced rapidly, but must be held in stock until an equal number of coats are ready.

Five New Readers of the Tradesman

The following new subscribers have been received during the week:
Hendrik Meijer, Greenville
Strobel Brothers, Saginaw
Jos. N. Peikert, Saginaw
Chas. H. Kretschmer, Saginaw
Walter P. Davis, Saginaw

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at 5.20 and beet sugar at 4.95.

Tea—No change of importance has occurred in the first hands tea market during the week. Lower grades of Ceylons and Indias are a little lower in primary markets, but better grades are higher. The first hands market is steady in this country without any change to speak of. Consumptive demand for tea is about as usual.

Coffee—There have been fluctuations in the future market for Rio and Santos, green and in a large way, since the last report, the net result of which is some decline from a week ago. The week started with small advances, but later this was lost and more, and some of it came back later in the week. All of the declines were not regained. The chief source of the weakness was in Brazil. Spot Rio and Santos, green and in a large way, is not very active and prices show very little change. Milds unchanged and quiet. Jobbing market on roasted coffee also about unchanged. Consumptive demand fair to good.

Canned Fruits—The feature of canned goods this week is provided by new pack Florida grapefruit for future delivery, which is quoted by one of the large Florida interests at 95c, Tampa for fancy No. 2s. Other independents had been quoting \$1, Tampa, and advertised brands \$1.05. The first price for new grapefruit a few months ago was \$1.10 at Tampa. The primary reason for the decline is said to be the excellent crop which appears probable, barring future mishaps. There will be a good volume of canning grades, it has been reported, and naturally that means a low price on raw stock, and consequently on the finished product. However, this is still somewhat problematical, as growers under the New Deal have had some success in suspending the law of supply and demand.

Canned Vegetables—A further decline in the prospective production of tomatoes during September and the indicated pack as figured by the Government as of October 1 will be 14,500,000 cases of No. 3 tins, twenty-four cans to the case. Last year's pack amounted to 1,986,000 cases and the five-year average is 12,250,000 cases. Thus, it appears that in spite of the damage done by adverse weather in nearly all sections of the country, there will be a good sized pack for the coming year. The indicated production of corn, as of the same date, was 12,000,000 cases of No. 2 tins, twenty-four cans to the case. This is well below the five-year average of 15,290,000 cases, but above last year's production of 10,193,000 cases. The production of peas was recently announced as upward of 15,000,000 cases. So that the three major vegetables for canning did not do as badly for the season as earlier reports had indicated, especially during the drouth scare. However, the packs are moderate and since last year's goods were pretty well cleaned up before the new season got under way, the carryover problem is negligible.

Canned Fish—Canned fish continue firm. Main sardines have been well established on a higher price basis, quarter keyless oils being quoted at \$2.90, Eastport.

Dried Fruits—The dried fruit market remains steady. Stocks of fruits on the spot continue to move out in fairly good shape, but trade interest is especially brisk in California figs. As usual, the item which is in the shortest of supply gets the most attention. There are virtually no top grade Calimyrnas for shipment, and stocks on the spot are strongly held. Sellers are not disposed to offer them, except in assortment with other varieties. The movement of old crop prunes continues encouraging here. Buyers are finding them slightly cheaper than new crop goods and are taking this opportunity to effect such savings as are possible. It has also been noted here by some sellers that the better grades of apricots are more active, especially in the interior. Out-of-town buyers have been taking more apricots in the past week or two on the spot market, and this has encouraged the belief that demand from the consuming trade has stimulated the market. Raisins are steady, and there has been considerably more interest shown in packaged goods. Bulk Thompsons are still firmly held at 4 3/4c, Fresno, which is reported as considerably below replacement costs on the present sweatbox market of something like 80 a ton or more. On this basis, it has been estimated that choice bulk Thompsons would have to be quoted at 5 1/2c, Fresno.

Beans and Peas—Demand for dried beans and dried peas continues quite poor with an easy tone to prices, but no very material decline has occurred during the week.

Nuts—The market continues quite active this week. The California Walnut Growers' Association report a sustained demand for goods beyond the anticipated period and additional varieties are running into narrow compass. The demand for almonds is likewise quite satisfactory, both second and premium grades moving very well. Brazil nuts have been in exceptional demand, large first hands report, and available stocks are in comparatively light supply. Shelled nuts are doing very well also, both domestic and imported varieties. Shelled Brazils have been moving in good volume and walnuts and almonds have been taken by the manufacturing trade in satisfactory volume.

Olives—A little improvement marks the demand for olives. Soon this business should be seasonally active. Prices are firm but unchanged. Stocks on the spot are fair, with a complete assortment of sizes. The future outlook is conceded firm.

Olive Oil—The olive oil market is steady abroad. Stocks held in the hands of the trade here are light and there is a regular replacement demand in evidence. Spot prices continue somewhat firmer. The market for shipment keeps pretty well maintained, but there is a little hesitancy in evidence owing to the uncertainty of the dollar.

Rice—Reports from the South Thursday reaching local connections

said that weather conditions had improved following the recent rains in Louisiana, and that resumption of harvesting the late varieties of rice would probably take place in a few days. Rains were still reported in spots, but were not serious enough to cause general delay. The market here continues quite active, with buyers taking their requirements in good shape and showing much interest in the late varieties which have been considerably delayed.

Salt Fish—A steady demand continues to show for salt fish. Prices not yet out on the Norway or Irish fat, but due in the near future. It appears that consumption will run ahead of last year.

Syrup and Molasses—Sugar syrup continues firm and with a very fair demand. Compound syrup declined 10 cents per hundred pounds on account of a drop in the corn market. Demand poor. Better grades of molasses selling in a small way at unchanged prices.

Vinegar—A good demand is reported for vinegar, consumers stocking up for the pickling season. Prices are unchanged. Soon prices will be out on the new sweet cider. These are expected to run considerably higher than last year.

Review of the Produce Market

Apples—Wolf River, 65c; Shiawassee, 90c; Greenings, 85c; No. 1 McIntosh, \$1.50; 20 oz. Pippin, \$1; Snow, \$1.15; Northern Spys, \$1.25.

Artichokes—\$1 per doz.

Avocados—\$2.50 per case from Florida.

Bananas—6c per lb.

Brussels' Sprouts—20c per qt.

Butter—Creamery, 27c for cartons, and 26 1/2c for tubs.

Cabbage—Home grown, 25c per bu. for white, 40c for red.

Carrots—Home grown, 20c per doz. bunches or 50c per bu.

Cauliflower—50c per flat for home grown.

Celery—20 @ 30c per dozen bunches.

Celery Cabbage—35c per doz.

Cranberries—\$2.75 per box of 25 lbs.

Dill Weed—30c per dozen bunches.

Dried Beans—Michigan Jobbers pay as follows for hand picked at shipping stations:

C. H. P. from farmer.....\$2.85

Light Red Kidney from farmer.. 4.50

Dark Red Kidney from farmer.. 6.00

Light Cranberry..... 5.00

Dark Cranberry..... 4.00

Eggs—Jobbers pay 15c per lb. for all clean receipts. They sell as follows:

Large white, extra fancy.....29c

Standard fancy select, cartons.....26c

Standard fancy select.....24c

Fancy, fresh white.....23s

Candled, large pullets.....21c

Checks.....19c

Storage eggs are being offered as follows:

XX April.....24c

X April.....22c

Checks.....20c

Egg plant—75c per dozen for home grown.

Garlic—15c per lb.

Grape Fruit—Florida, \$3 for all sizes.

Grapes—Tokays, \$1.50 per box.

Green Beans—Home grown, \$1 per bushel.

Green Onions—10c per dozen.

Green Peas—\$2.50 per hamper for California and Washington.

Green Peppers—50c per bu.

Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist.....\$7.50

300 Sunkist..... 8.00

360 Red Ball..... 5.00

300 Red Ball..... 5.00

Lima Beans—20c per quart.

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.00

Leaf, out-door..... .05

Onions—Home grown, 65c for yellow and 90c for white.

Oranges—Fancy Sunkist California Navels are now sold as follows:

126.....\$6.00

176..... 6.00

200..... 6.00

216..... 6.00

252..... 6.00

288..... 6.00

324..... 5.00

Red Ball, 50c per box less.

Parsley—25c per dozen.

Pears—\$1.25 @ \$1.50 for Bartlets.

Potatoes—Home grown, 40c per bu.;

Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Fowls..... 13c

Light Fowls..... 9c

Ducks..... 10c

Turkeys..... 18c

Geese..... 8c

Radishes—8c per dozen bunches for home grown.

Spinach—35c per bushel for home grown.

Squash—50c per bu. for Red or Green Hubbard.

Sweet Potatoes—Virginias, \$3 per bbl.

Tomatoes—Ripe, 90c per 1/2 bu.; green, 35c per bu.

Turnips—20c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy..... 9c

Good..... 8c

Watermelons—20c.

Wax Beans—Home grown, \$2 per bushel.

Less Regimentation Likely

The administration is seeking to limit further efforts to enforce participation in the New Deal on those unwilling to do so of their own accord.

In some directions, such as crop control agreements, it is believed, enforcement efforts have already reached the limit, beyond which the administration is unwilling to go.

In fact, industry, agriculture and labor may be invited to state more clearly with which portions of the New Deal program they are willing to co-operate voluntarily. Such portions of the emergency legislation will be retained and, where necessary, re-enacted in a form held certain to stand up under court tests. This applies especially to the NRA.

MUTUAL INSURANCE

(Fire and Life)

Apparatus Seldom Goes Too Fast For Safety

One fireman dead; four firemen injured (one critically, three painfully); one brand new \$12,500 pumper in the repair shop, badly damaged; these are the result of two glaring examples of wide-spread public disregard for the fire department that appeared recently in Cincinnati. The fatal and expensive incident occurred because of two things which are common in every community that is protected by a fire department.

1. A malicious false alarm of fire;
2. Failure to give fire apparatus the right of way.

The tragedy occurred as follows, in brief: A group of boys, all juveniles, decided it would be great fun to turn in a false alarm; while an engine company was responding to the box, it crashed into a moving street car when parked autos forced it to turn out to pass. Bounding off the street car, the pumper struck a loading zone. Net result at the time of writing: one young fireman (27 years old, a member of the department for about 18 months) lies in his grave; another fireman is fighting hard for his life in a hospital; three other firemen are off duty nursing their painful injuries; a new pumper (the fatal run was only its third) is in the repair shop. This is a truly gruesome monument to that ogre, Public Indifference.

Had there been no false alarm, this accident would not have occurred. Cincinnati has for some time been suffering from an epidemic of malicious false alarms. Apprehended box pullers have received stiff fines and jail sentences; at present there is a movement on foot to increase the maximum penalty for the offense.

Whether or not such action will have the desired effect of reducing false alarms is a debatable question. The real answer, in our opinion, lies in educating the public to the possible fatal consequences of turning in false alarms—and education efforts should be particularly concentrated on children. It is no doubt safe to predict that false alarms in Cincinnati will drop off sharply after the recent tragic lesson. But the citizens, particularly the children, will soon forget the incident, and a new age group of box pullers will soon be tall enough to reach the key.

Undoubtedly, many false alarms are turned in by adults who are motivated by a grudge against the city, the fire department or one of its members, or who are of the mentally deficient class that is thrilled by such action. For these adult offenders, stiff penalties are the only deterrents; they will pay little heed to any appeal to their better natures.

Children, however, may best be reached by education. In the Cincinnati tragedy, all of the offenders are juveniles. Regular penalties will not apply. Children pull boxes because they

are mischievous, and because they like to see apparatus respond. When they are made to realize that sending firemen speeding through the streets is placing the firemen in actual danger, they will pull fewer boxes. They can be taught that false alarms are cruel and dangerous; we have enough faith in the school children to believe that such teachings will reduce the number of false alarms turned in by youngsters.

The second contributing factor in the Cincinnati case was the failure of traffic to yield to the apparatus. While it is possible to make some allowance for the immaturity of the youths who pulled the box, it is hard to condone the actions of those men who blocked the intersection where the apparatus was wrecked.

Motorists often claim that in downtown sections, tall buildings so echo the sound of warning signals that it is impossible to tell from which direction firemen are approaching, although that is a weak excuse—traffic should pull to the curb when the signals are heard. In this instance, however, the accident occurred where there were no tall buildings to hurl back the sound. What happened is this: motorists waited until they reached the intersection before stopping. When the apparatus swung around the stopped cars and a loading zone at the intersection, it hit a street car coming in the opposite direction. Opinion is divided on whether the street car was moving; even if the car had stopped, which we doubt, it had no business crossing the intersection to where the accident occurred while apparatus was approaching.

Modern traffic conditions have made proceeding to fires more dangerous to fire fighters than actual fire fighting operations. It is true that all communities have ordinances designed to clear the way for fire apparatus; we are afraid that such regulations are the traffic ordinances most frequently broken.

Surely the protection of a community and the safety of firemen are more important than a street car schedule or the delivery of a pair of step-ins or a load of groceries. Police departments should vigorously enforce laws giving fire apparatus the right of way; campaigns of education should be conducted that will bring the necessity of fire department precedence clearly home to the public.

Most citizens are fond of bemoaning the fire department tendency to drive through crowded streets at a mad and dangerous pace. As a matter of fact, the sirens and whistles on fire apparatus give the impression of excessive speed. We believe that a check-up would disclose that apparatus seldom goes too fast for safety—if it were not for those selfish and thoughtless drivers who barge into the way of apparatus drivers.

It is absolutely necessary that steps be taken to give fire apparatus the right of way, in order to keep fire losses in property and life down. Enforcement of proper traffic regulations and public education supply the answer

—let's have more regulations enforced and more education.

Last month saw the year's worst fire tragedy—the burning of the liner "Morro Castle" off our Eastern coast. While this is being written, investigators are at work, trying to determine the origin of the fire and why the loss of life was so heavy. Charges and counter-charges are being hurled, arson, murder, negligence, conspiracy, intimidation and even Communism have been mentioned. Newspapers have carried individual eyewitness stories from both passengers and crew members to every part of the country. Records show that the "Morro Castle" was classed as one of the finest, most safe ships afloat.

Until the official report on the investigation has been issued, it is doubtful whether anyone will have even a remote idea of what actually took place on the ship; it is possible that even the investigation will not clear things up entirely.

The fire has proved that there is a great deal of room for improvement in the fire safety of ocean-going craft. Whether or not human failure was the prime cause of the excessive loss of life, the construction of the liner was by no means safe. Large deck spaces were broken into rooms and cabins by wooden partitions, among other things, allowing the fire to sweep through the craft below decks.

Prompt action should be taken by those with the authority to compel safer construction of passenger boats, so that we can avoid any repetition of the "Morro Castle" tragedy. If any human shortcomings were responsible for the loss of life, punishment should be meted out where deserved. The important thing is that such fires should be made structurally impossible—if that is not done, we have learned nothing from the catastrophe.

A. W. Hessel.

Take things as they come—and try to make them come out right.

Not doles, but self-support, maintains self-respect.

Executives these days must add to ability, adaptability.

Relief jobs relieve temporarily; real jobs, permanently.

Push business—or perish.



Lines of Interest to Grand Rapids Council

We note that the ins at Lansing are using a very effective club on the employees of the various state departments to collect funds to carry on the campaign for further privilege of keeping their feet in the public feed trough. It is a natural thing for the employees to try to hold their bread and butter connections, but the tax levied against them harkens back to the days of the feudal system in England. We are not expert economists neither do we claim expert judgment in governmental affairs but we do predict that some day the prods of graft and political barons are going to cause the worm to turn. This country justly boasts of brains and democracy because the progress of our Nation bears it out; but no worm-eaten timber can long stand the strain of excessive weight. The same brains and democracy which have promoted the Nation are going to take the grafting political element by the heels and crack its head on a stone of fairness and justice to the populace in general. We may live to see the day when the light of leaders will shine from beneath the bushel measure without the vast expenditure of ballyhoo millions. We are of the opinion that the present political capers are breeding reactionaries that will some day assert themselves and then democracy will lie gasping out its breath because of the inability of men and women to be fair with themselves.

Election returns teach us that virtue triumphs if it has a fat campaign fund and a darned good organization.

When the dawn chased the darkness away and over the hills Monday morning, the farmer, who had rolled over for an extra wink of sleep, was suddenly aware that something was happening out in the fields and swales. He awoke amid the explosion of shells and the rattle of shot. The hunting season was on. The pheasant, the partridge, the fox squirrel and the rabbit were suddenly made targets after many months of protection. Everything from a blunderbus to the latest automatic

INSURANCE AT COST (A Non-profit Organization)

It means a saving to you of
25% to 37½%
Below the published board rate

LEGAL RESERVE MICHIGAN COMPANY
18 years of Sound Operation
M. B. & M.

MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INS. COMPANY
FREMONT, MICHIGAN
Inquiries Solicited

was in use to secure a bag of game. We will now be forced to listen to the prowess of the hunter instead of the Waltonite. It is just as well that we have a fishing and hunting season divided because it gives one the opportunity to brag a little without having to always prove the allegation. The average citizen must blow off steam occasionally or he would blow up from an accumulation of egotism, so it is just as well to have something arranged for the benefit of most of us even though we do have to pick on the fowl of the air, the beasts of the woods and the fish of the sea.

All some hunters ever bag is their trousers.

An experience climbing through barbed wire fence was a little painful and partly destructive while out chasing the newly elected game. The adventure caused us to wonder the who and the why of barbed wire. Upon looking up data on the darn stuff we found where it is placed as one of the reasons of our vast and populated West. We never dreamed that spines sticking out every which way on a couple of strands of wire had any significance to the nation excepting to tear the trousers of its citizens. But it has. In 1874 Joseph F. Glidden, a farmer of DeKalb, Ill., established a factory and made a commercial success of barbed wire as we know it to-day. It evolved from the necessity of something to enclose homesteads from the ranging cattle which roamed over the thousands of acres of grazing lands of the West. Smooth wire would expand in the summer heat and cattle would push through it. In the winter it would contract from cold and break. The fencing of sections, quarter sections and smaller tracts by homesteaders caused plenty of trouble because of the restriction of grazing lands and water holes to the big cattle barons who resented the advent of the homesteader. Eventually the fence cutters were driven out and the West became a maze of farms instead of a vast acreage of grazing lands open to the cattle of every rancher. Perhaps we will watch that highly important, prickly wire a little closer the next time we come upon it and pay due respect to one of the things that helped expand our nation to the Western coast.

We have read of bullet-proof glass and wondered how it was possible for glass to turn aside a steel-jacketed bullet fired from a high powered gun. Bullet-proof glass is made of alternating layers of plate and of window glass, with transparent celluloid between. The sheet is laid on a hydraulic press and kept under a pressure of several hundred pounds per square inch for several hours. The result is a transparent pane similar to shatter-proof glass which is being widely used in the manufacture of automobile bodies.

After reading a few brags made by Upton Sinclair, combination nominee for governor of California, we are wondering if the world is going to witness a garden of Eden in the twentieth century. We have dreamed of Utopias, but have never had the pleasure of actually bumping into one.

From all personal reports of the author-politician we are about to meet up with one if we land in the Golden state. We might predict a dimming of the golden glitter of Hollywood if Mr. Sinclair gets to be governor of California and can put his ideas over. We will be interested to hear more of California's great experiment.

John H. Millar and family made a week end trip to Detroit and Canada and returned Sunday evening. They spent several hours in the Greenfield village and the Edison Institute at Dearborn and then motored through the tunnel to St. Clair drive on the Canadian side and returned via the Ambassador bridge. They were much impressed with Greenfield village and the Edison museum because of the historical significance connected with it. Your scribe has made a tour of the village and Institute and at a later date will endeavor to present a written description of the place for those who have never had the opportunity to visit that interesting gift to the public. Some of the things we saw put us in mind of what Cy said to Symantia when he saw a giraffe for the first time. "Gosh all hemlock, Symantia, there ain't no sich thing."

It need not be assumed that the young bride worships her husband because she places burnt offerings before him three times a day.

Grand Counselor Allen F. Rockwell and wife and W. E. Lypps and wife attended a fish fry dinner given at the Fischer hotel in Frankenmuth Saturday evening by Saginaw, Flint and Bay City councils. This joint affair is held two or three times a year and the attendance increases at each party. About 250 pere in attendance and 360 pounds of perch and several chickens were consumed by the gathering. Dancing and bridge followed the feed. Grand Counselor Rockwell reports that it was an enthusiastic gathering and the boys on the East side of the state are live wires and know how to entertain.

Grand Secretary Bradfield has removed the property of the Grand Secretary's office from Jackson to his offices in the Houseman building. All the business of the office will be conducted from the Grand Rapids location until the Grand Council meeting in June, 1935.

W. E. Lypps, district manager for P. Lorillard Co., is breaking in a new Oldsmobile. This is the seventh car of that make that Walter has owned. He is either a bear for punishment or else he knows a good thing when he uses it. He has driven a total of about 200,000 miles in the last six years.

Grand Counselor Rockwell and his good wife are wearing a smile over a new grandson born to their son and daughter-in-law, Mr. and Mrs. Bertrum Rockwell, of Hazelton, Pa. The young man and his proud mamma are doing fine. The new arrival weighed in at 8 pounds.

The old-fashioned woman who darned her husband's socks has a daughter who socks her darned husband. Notgniklip.

Dictatorship in America is on the decline.

News From Detroit Council, No. 9

We gave a report in a former issue of the Council party on Sept. 15, but we are still hearing further reports of that party. We understand that Joe Mellon got so absent minded after this party that he started off for a trip to Calgary and left his brief case behind. Didn't Mrs. Mellon have to speed all the way to Chicago to take it to him?

And speaking of Calgary, ask Joe how he likes the September weather up there, with only a top coat to protect him from the snow. Our good friend represents the French Oil Mill Machinery Co., of Piqua, Ohio.

Stanley Ecclestone, manufacturers' agent, selling electrical specialties, has a word for the trade: "The building industry has not received the governmental support that it really demands, but it is felt that this matter will be worked out. Stanley is a cheerful and optimistic fellow and his pleasant smile should go far in 'selling the goods.'" He surely goes over big as chairman of No. 9's entertainment committee.

Harry Annett sells hard coal and is so hard at it that the entire state of Michigan is beginning to sparkle with those black Pennsylvania diamonds. Hard coal, hard work and a hard winter (maybe) ought to make Harry forget there ever has been a depression.

Floyd Burch, our Senior Councillor, has made a very progressive step in his program. He has appointed a research committee, of which Bill Allard is chairman. Floyd is always a "getter." Just look at his sales record of which we have previously told you,

and he is going after his work in the Council with the same spirit.

Howard E. Snyder is handling a very attractive item of interest and value to every wearer of glasses. It is shaped like a fountain with a clip on it. It is non-leakable and practically non-breakable and contains a fluid which surely cleans your eye glasses and makes them shine. The retail price is only twenty-five cents, and is Howard popular just now with his bespectacled friends!

Over the week end of Oct. 6 Bill Allard visited his father-in-law, Otto Bullis, at Maple Rapids. Mr. Bullis has been a subscriber to the Michigan Tradesman during most of its existence. Since Maple Rapids is within easy driving distance of Grand Rapids, Bill also drove over to the Grand Rapids Council, No. 131, meeting on Saturday evening and enjoyed it very much. Wigstaff.

Liquor Accessories Again Active

A sharp rise in the demand for liquor accessories of all kinds was noted in the wholesale market this week as buyers placed volume orders for Thanksgiving and Christmas requirements. Selections of giftwares buyers ranged from low-price chromium-plated cocktail sets to expensive sterling-silver types. Cocktail shakers, tantalus sets and small utensils for the measuring and mixing of drinks were in demand. In the low-price ranges a new \$1 gift item, consisting of a complete set of "gadgets" for drink mixing, attracted attention.

PREVENT

COSTLY SMUDGE LOSS BY A
CAREFUL CHECK-OVER OF
YOUR HEATING PLANT.

PROTECT AGAINST SUCH LOSS
WITH MUTUAL FIRE
INSURANCE

PRESENT PREMIUM
SAVINGS 21% - 25%

MILL MUTUALS AGENCY

MUTUAL BUILDING
LANSING MICHIGAN
DETROIT SAGINAW
GRAND RAPIDS • •

COMMODITIES SHOW DROP

President Roosevelt's call for higher prices during the week developed a mixed reaction among business men as to their desirability. At the same time this inference that inflation may come in some form or other did not spur any large-scale movement for the covering of commodities, just as previous rumors this year have failed to do so.

The immediate response of business men was that from the fiscal policy of the administration, higher prices were not only desirable but necessary. They pointed out that the drastic four-year liquidation of prices had steadily cut the National income so that the rising debt service was each year taking a larger proportion of the total revenue. Provided higher prices can be absorbed and the national income increased, the proportion of the debt interest will be reduced.

At the same time, business men posed the question as to whether or not consumers will accept higher prices, unless there is some proportionate increase in wages. Practically none of them could go on record as favoring increased prices, as time and time again in the last year they have opposed hour reductions and wage rises on the ground that the public cannot pay the higher quotations resulting from these cost increases. One executive declared that retail business has held up well, simply because prices have been coming down and bargain goods are abundant.

The thought was suggested that perhaps the President's statement was a preliminary to pushing through a program for shorter hours and higher wages, by conceding the oft-repeated assertion that such action would raise prices. The point was also made that in many industries, introduction of the 36 hour week would only bring prices to the level when the NRA first went into effect. In the hosiery industry, for instance, quotations are almost 25 per cent. below their peak of last year, caused primarily by the drop in raw silk.

Since the Chief Executive did not reveal what method he would pursue to step up the price level, economists assumed that it would be either by direct inflation, such as further reduction of the gold content of the dollar, or by credit expansion. In the latter case, the President would have to reassure business and investors to such a degree that capital would once again flow freely.

While the general price level has been rising this year, a number of commodities have fallen back and require a bit of restoration before they will reach even their peak of last year. Food levels have advanced, commodities such as lumber, coal, copper and building materials going mainly into durable goods have been practically "frozen" by price pegging, while textiles have reacted, in some cases, sharply from their high points of last year.

Silk is down nearly 50 per cent., wool is off about 20 per cent. and rayon has dropped about 13 per cent. Hides have fallen back about 30 per cent. from their peak of 1933. While cotton is still above last year's high point,

printcloths have declined as much as 10 per cent. All these reactions have brought about declines in the wide variety of apparel and home furnishings goods which are made from them. The contention was made that the drop in finished goods prices brought them to a level acceptable to consumers.

Business men held that in many industries price advances through inflation would only be disastrous. Quotations of commodities going into the durable goods industries should be lowered, if anything, they declared, in order to spur activity.

While buyers of all types may protect themselves on goods a little more freely than they have been doing, retailers, jobbers and purchasing agents said here yesterday that they will not be stampeded into a frantic buying movement such as took place last year.

HIGHER PRICES SOUGHT

A declaration of President Roosevelt in favor of higher prices took first place in the business news of the week, particularly as this was followed by some indications that inflationist elements connected with the administration are again active. Of importance also in the week was the decision of the American federation of labor to adopt "vertical" unions in the mass production industries. This action was accepted as meaning more rapid and complete organization than was possible under the craft union set-up.

Another advance, although small, has been registered by the weekly business index. Three of the series were higher and three lower, the principal factor in the combined gain being the sharp upturn in the cotton cloth component. The automobile index declined abruptly as output was cut in half. Retail sales, however, are holding up fairly well.

Building construction figures now available for September disclose a somewhat higher daily average than for August but are $6\frac{1}{2}$ per cent. under the value of awards for September, 1933. So far little effect has been shown from the Federal housing campaign, although the financing has started to expand. Lower building costs would undoubtedly prove a much greater stimulant to this important industry.

Trade improvement continues to be the highlight of the current business situation, with basic industry still lagging. Commercial loans, however, maintain their recent rise, and this is regarded as a hopeful sign.

RETAIL COUNCIL PLANS

The awakening of retail merchants to the need for improved representation upon national questions has reached an embarrassing stage of progress. Three plans are now before the distribution field and may lead to a confusion which would jeopardize the united front which most interests are so desirous of attaining.

Out of the recent Chicago meeting of the Retailers National Council has come a committee, headed by Dr. Paul H. Nystrom, which is working up a plan of re-organization to fit that body

for national leadership. Recommendations are promised for early next month. Somewhat in the nature, perhaps, of a counter-move, the National Retail Dry Goods Association has announced a new policy group with six sub-committees to attend to national questions affecting retailers.

In the meantime, although little has been made known of its activities, another move has been launched with rather complete details of organization based upon the proposal which E. R. Dibrell, of the Associated Dry Goods Corporation, put before the recent Boston conference. This undertaking has been tentatively named the U. S. Institute of Retail Distribution, and a conference will be held shortly following a sounding out of opinion which disclosed widespread and warm support.

From these steps it is plain that a retail distribution group of commanding proportions will emerge. It will probably prove better by reason of this preliminary competition from different quarters.

DRY GOODS CONDITIONS

For retail trade in this section the Columbus day holiday rolled up the best volume of the Fall season so far. Highly favorable weather with a nip in the air brought forth large numbers of customers. Coat sales led in the trade done, but business was spread liberally over other apparel and accessory lines. Reports from other parts of the country continued to describe satisfactory results, and in the South and Southeast volume is soaring.

The half-month furnished rather mixed returns, depending largely upon the vagaries of the weather. It is estimated, however, that volume has run about 6 or 7 per cent. above sales in the first half of October last year, including liquor business.

In its report upon department store sales for September the Federal Reserve Board indicated a country-wide gain of 4 per cent., although its index dropped to 76 from 79 in August, the rise being somewhat less than seasonal. The variation in the sales showing was especially marked, ranging from a drop of 8 per cent. in the Boston Reserve district to an increase of 35 per cent. in the Dallas area. This district showed a decline of 2 per cent, which was somewhat less than estimates.

Reorder activity in the wholesale merchandise markets was somewhat smaller last week. Business from the South is quite good, but buying from the East has been curtailed. The outlook, however, is for larger and more even demand following the retail upturn of last week.

INCOME MUST RISE

Perhaps the barrage of complaint that was immediately laid down upon Washington when it was indicated recently that price-fixing and production controls would be eliminated from codes had something to do with President Roosevelt's call for higher prices in the week. He made it plain, of course, that a higher level had been sought from the outset of the recovery

program in order to mitigate the debt burden.

In recent weeks the course of commodity prices has been downward, reflecting not only actual conditions of supply and demand but also some tendency perhaps on the part of producers to discount the removal of artificial restraints contained in many codes.

As measured by the Annalist index, the decline started in the week ended Sept. 4, when the figure was 120.8, and has carried along each week until the number now rests at 116.6. For the week ended Oct. 10, 1933, the index was 107.2. The principal recessions have been in farm and food products.

Basically, the newly announced aim of the administration will find little criticism in business quarters, where higher prices are usually welcome. By many business interests this declaration will be hailed as highly constructive. And yet, without adequate provision in wages or in farm income, higher prices can only mean restricted markets and a constant falling off in consumption and production.

PEACE OFFERINGS MADE

Rather conclusive evidence that the administration is working hard to persuade important business and financial interests to support its recovery efforts has been noted in recent weeks. The vulgar and profane "cracking down" of General Johnson has given place to peace offerings and co-operation. As a result, in even a small interval of time the sentiment toward Washington has become more friendly.

Apparently, the administration has decided to take its chances on being able to check an unsound boom with the machinery at its command and is ready to make some concessions as long as these do not overturn basic features of the recovery program. The labor issue remains the chief problem, but for the time being it has been side-stepped. The monetary and budget questions have also been put off, although with more justification.

The resulting gain in sentiment and confidence from this new policy at the capital has been sorely needed. Even sincere supporters of the recovery effort have criticized the attempt to do everything overnight. Quick and smashing blows to arrest the panic early last year were needed and achieved results in almost miraculous fashion. A breathing spell and simplification of the present complicated agencies of recovery now seem to be required.

Whatever measure of equality of opportunity and of prosperity is possible for one hundred and twenty-six millions of people, with all their different ideas, aspirations, plans and hopes, cannot come through the liberal spending of the tax-payers' hard-earned savings; it can only come through work, through thrift, through fair dealing between men and institutions, and through the sound and economical administration of Government, local, state and national.

A crown, if it hurt us, is hardly worth wearing.

OUT AROUND

Things Seen and Heard on a Week End Trip

The color in the trees is now at its best for this season. The woods are beautiful beyond description, but not nearly so brilliant as in previous seasons, when there was less dry weather and earlier frosts. The people of Newaygo have capitalized on their coloratura features and profited by their efforts in securing large delegations of automobiles for a couple of weeks each season. Before Newaygo issues another invitation for visitors she should by all means arrange to have the gravel road on the South side of Muskegon river oiled or treated with dust arrester. The dust raised by automobiles Sunday was so dense as to make a trip over that thoroughfare about as unpleasant as can be imagined.

The September rains greatly augmented the apple crop both in volume and the appearance of the fruit. The Northern Spy crop around Casnovia—where the finest Northern Spy apples produced in America are grown—is nearly doubled. I had the pleasure Saturday of calling on Mrs. Violet Johnson, three or four miles West of Casnovia, who expects to market 10,000 bu. of Spy apples this season. She owns nearby farms aggregating 280 acres and this year leased an additional farm of 80 acres. In picking, sorting and packing the fruit Mrs. Johnson appears not to be averse to the practice of nepotism. She is sending her fruit to the Mart at Muskegon for temporary storage.

Thomas Graham, of Grand Rapids, has sold the 50,000 bushels of apples on his orchard near Onkema to Cohodas Bros. Co., Ishpeming. The purchasers are picking and packing the fruit preparatory to its distribution from the sixteen produce houses the purchaser maintains in the Upper Peninsula.

William R. Roach has sold the apples grown on his Red McIntosh orchard near Hart to the same produce house in New York which has handled his crop for the past dozen years. Mr. Roach has studied the subject of apple growing ever since he was a very young man and insists that Michigan can produce better apples than any other state in the Union; that the main obstacle which stands in our way at this time is lack of correct knowledge concerning picking, sorting and packing of the fruit; that we will never be able to win the highest prizes in apple growing until we study the methods in use by the growers in Washington and Oregon.

H. G. Stanton, the level headed and energetic general dealer on M 50, says that the apple growers located West of the city have made a great improvement in the volume and quality of their apples during the past half dozen years by consulting with the manager of the Robert Graham Experiment Farm; that many farmers have doubled the price formerly received for their fruit

by so doing. This information costs the apple growers nothing until they adopt it and put it into operation. Uncle Sam is certainly very generous in this matter.

Albert Saur, the long-time Kent City merchant and banker, and wife recently indulged in short courses of treatment in hospitals—Albert in Chicago, and Mrs. Saur at Hackley hospital, Muskegon. Both returned home greatly improved in health and strength.

Those who are well acquainted with Theodore Williams know how loath he is to accept dinner invitations from out of town. I succeeded in overcoming his antipathy to dining in the country and yanked him down to Lamont for dinner one night last week by agreeing to say a word in behalf of his candidacy for county surveyor for the twenty-second time. Theodore was born and raised in Allegan, where his father served his county many years as judge of probate, crowning his career by a three year term in Congress, 1874-1877, from the Fifth district as then constituted. The half term enabled him to fill out the unexpired term of the late Wilder D. Foster, of Grand Rapids, who died the day Jay Cooke failed in the fall of 1873. Coming to Grand Rapids forty odd years ago Theodore was elected county surveyor, which position he has now occupied for the past forty-two years. The election this fall will probably extend his term in this office two years longer, after which three successive biennial elections may enable him to round out fifty years. I think such a period is altogether too long for a man to serve in one capacity—except in the case of a trade journal editor—but so long as the voters of Kent county insist on keeping him in office I suppose I might as well refrain from interfering in the matter. I have employed Mr. Williams on numerous occasions and he has always given me super service. I think the same can be said of him by everyone who has ever sought his assistance in the surveying line.

Grant A. Rice, who was station agent at Rockford for many years, where he became acquainted with every traveling man who meandered North on the G. R. & I., is now connected with the office of drain commissioner. He has left Rockford and taken up his residence on a ten acre farm a mile East of the old railway station on the Pere Marquette known as Englishville. He specializes in black turkeys and expects to have forty-one beautiful birds ready for the epicurean tables between Thanksgiving and Christmas.

Lee M. Bierce, Executive Secretary Divisional Code Authority No. 27, Retail Solid Fuel Industry, has been transferred by Uncle Sam from Grand Rapids to Lansing, where he is located in three pleasant rooms on the fourth floor of the Olds Tower. He is taking his regular office force with him to the new location. Mr. Bierce appears to be functioning to the entire satisfac-

tion of his superior officers in Washington. His wide acquaintances with Michigan men and Michigan conditions has served him to good purpose, so that his praises are sung from one end of the state to another.

Dr. Preston Bradley has written a worth while book entitled *Courage for To-Day*. In the short space of 205 pages he says more about courage in its various aspects and ramifications than any writer has ever written before. The price of the book is only \$2. It can be obtained from any bookseller. A direct remittance to the author in care of the Peoples Church, Chicago, will insure the signature of Dr. Bradley on the fly leaf if special request for same is made by the purchaser. I suppose that every reader of the *Tradesman* knows that Dr. Bradley is the greatest liberal preacher and pulpit orator in the West—second only to Harry Fosdick in America. His dedication of the book to his wife is characteristic of the man: "To Grace Thayer Bradley, companion of the years, sharer of my failures and victories and one of the most courageous women who ever lived." I urge every person who loves the truth and admires courage to procure a copy of the book without delay.

The recent death of Gaius W. Perkins leaves only two of the founders of Grand Rapids School Furniture Co.—now known as the American Seating Co.—in the land of the living—Frederick C. Miller and the writer. Mr. Miller moved to California about twenty years ago, where he has since resided in Hollywood. The establishment these men assisted in putting on its feet has long been regarded as the largest of its kind in the world.

We now have to make our cement roads four inches thicker than was the case before the chain store and other trucks monopolized the cement roads as they do at present. One way to put a crimp in the chain stores would be to enact a law prohibiting the trucks from using cement roads paid for by the people. This would not only enable us to reduce the thickness of cement roads made to meet the special requirements of the trucks, but would double the life of the cement roads built under present conditions.

Nearly all of the National mercantile organizations which have met so far this fall have adopted resolutions on the advice of their counsel to ignore the NRA from now on. Nearly all of the Washington correspondents of the great daily papers insist that the NRA is a joke, being merely a shadow of the arbitrary substance created and maintained for a few weeks by the iron hand and cast iron will of General Johnson. Mark Sullivan, who is generally conceded to be the strongest newspaper correspondent in Washington, writes as follows in the *New York Tribune*:

Much of what organized labor got out of NRA will remain, but collective bargaining no longer depends on NRA—it rests on the new national labor relations board.

The other two principal features of NRA are maximum hours and minimum wages. Of these, many will wish to hold on to maximum hours until the occasion for it goes, that is, until business recovery comes. That leaves the minimum wage as the one important feature of NRA—and the evidence suggests strongly that in Mr. Roosevelt's mind, the minimum wage is looked on as dubious and is likely to go.

The best evidence of the passing of NRA is in the speech of President Roosevelt on Sept. 30. To the ear, the speech did not really sound that way, because that knell of the blue eagle was so muffled by words and phrases that served the purpose of a cushion. Close reading of that speech, however, coupled with the evidence one picks up in personal contacts at Washington, all suggest that NRA is close to dead—with Donald Richberg selected, whether he realizes it or not, for the double role of death-bed physician and principal pall-bearer, in a continuing ceremony that may last some months but will end with a grave, a tombstone and a fitting inscription—which inscription the reader may compose for himself, according to his predilections for or against the blue eagle.

I do not mean to say that Mr. Roosevelt's speech of Sept. 30, so far as it deals with NRA is a letter of dismissal softened with the generous recommendations that sometimes amount to an obituary tribute. On the contrary, the president spoke of "the next phase" of NRA, and of "legislation which will determine its permanent form." He said that he will later recommend to congress that "the functions of NRA which have proved their worth may be made permanent."

But the president then goes on to list a formidable number of features of NRA which, he says, have not "proved their worth." The whole atmosphere of the president's speech, when read carefully, is one of disappointment with NRA, of rejection of fully four-fifths of it.

To say that NRA is completely gone may be premature and a little extreme. At the least, it is safely accurate to say that fully four-fifths of NRA is over the dam. Price-fixing is gone. The milder form of price-fixing that goes by the euphemistic name of "price-control"—that, too, is probably gone, certainly in large part gone. Limitation of production is gone. With those gone, nearly all that business hoped to get for itself is gone—leaving (if any of NRA at all is left) only or mainly the parts that business did not want.

Abolition of child labor remains; but to keep that, it isn't necessary to keep NRA. Besides, the elimination of child labor was an over-ballyhooed achievement of NRA; not much child labor was left in the United States and what there was was on the way out regardless of NRA.

Grand Rapids, Oct. 15—Congratulations to you upon the approaching fifty-first anniversary edition of the *Michigan Tradesman*. What a marvelous record of achievement to chalk to your credit and the credit of your publication down through the years.

You ask me to prepare an article for that edition on the condition of the canning industry in Michigan. For you I would do anything humanly possible. Count on that. However, to submit an article having to do with the canning industry as a whole, its relationship and importance to the commerce and the agriculture of the state, I would suggest first that you write G. E. Prater, Director of the Bureau of Bureau of Foods and Standards, Department of Agriculture, Lansing, who, because of his official position and otherwise, should be equipped and I believe would welcome the opportunity of writing this article, which I am sure would be more acceptable to your

(Continued on page 23)

FINANCIAL

Accelerated Note

Is a bank likely to be confronted with a charge of usury merely because in a form of note which it uses for amortization loans there is a clause making the entire amount due and payable upon a default in any amortization payment?

In a Texas real estate deal a note was given calling for monthly payments of interest and amortization. The note provided that, upon default of a monthly payment, the holder, at his option, could immediately mature the entire debt. A default of a monthly payment occurred and the holder of the note at once proceeded to collect the full amount by a trustee's sale of the real estate in connection with which the note was given.

The note was then attacked on the ground of usury, it being contended that the option given the holder to accelerate the maturity of the note enabled him to collect usurious interest. The court decided the transaction was free of usury because the option to accelerate the maturity, as the court interpreted the note, was with respect to principal only, the interest being collectible only up to the date of payment.

In its opinion the court differentiated this case from a number of other Texas cases in which accelerated notes were held to be usurious.

"Those were cases," the court said, "where interest notes had been given and by virtue of acceleration clauses it was possible for the holders of the notes to accelerate the maturity of both principal and interest notes, resulting in a contract whereby the makers of the notes would be required to pay interest in excess of 10 per cent. per annum." (Dunlap vs. Voter, 72 Southwestern Reporter, 2nd, 1109.)

Endorser Liable

Banks seeking to enforce payment of notes by endorsers are sometimes met by curious technicalities whereby the endorser seeks to escape payment. That an endorser of a note may find his technical position under the law materially affected by a contract contained in the body of the note itself, is illustrated by an interesting Tennessee decision.

A man and his wife signed as co-makers a note drawn to B as payee. The note contained a provision that any extension of time granted to the makers, endorser or guarantor was not to release the makers. On the back of the note was printed this statement: "We, as endorsers, waive demand, notice and protest, and guarantee payment of this note, and acknowledge that we signed with full knowledge of this contract."

Under this, B made a general endorsement to C, who in turn endorsed to Mrs. D. From time to time, Mrs. D. allowed the makers extensions of time for payment until at last, the note remaining unpaid, she brought suit against C, her immediate endorser.

C contended that as an endorser he was released of liability by reason of the extensions of time granted the

makers. The court, however, thought otherwise, holding that the provision for the extension of time in the body of the note, was in a sense incorporated in C's contract as endorser and that C, by implication, assented to Mrs. D's right to extend the time for payment by the makers. (Bogby vs. McFall, 72 Southwestern Reporter, 2nd, 785.)

Community Property

Banks becoming grantees of real estate under deeds containing warranty covenants cannot rely too confidently on the warranty in certain circumstances, if the doctrine laid down in a recent Texas case is followed generally.

A husband and wife in Texas conveyed real estate in the nature of community property by deed containing a warranty covenant. This particular piece of real estate was subject to a paving improvement lien, which had been executed by the husband and wife before they conveyed the property.

A few months after the conveyance, the husband died insolvent. The grantees of the real estate and the construction company holding the lien, sought to enforce payment from the widow under the warranty covenant in the deed. The Texas court ruled that a married woman who joins with her husband in a deed conveying community property, cannot be held personally liable on a lien of the kind described, even though the deed contained, as here, a warranty covenant. (Panhandle Co. vs. Lindsey, 72 Southwestern Reporter, 2nd, 1068.)

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Grace Conant Ensley, (Ensley's Bakery) bankrupt No. 5869. The sale of assets has been called for Oct. 23, at the premises formerly occupied by the bankrupt at 203 Pipestone street, Benton Harbor. The machinery, tools and equipment of such bakery, appraised at \$1,558.50, will be sold at the above date and time. All interested parties should be present at the date and time above stated. M. N. Kennedy, of 203 Minor avenue, Kalamazoo, is custodian and is in charge of such property.

In the matter of Onondaga Construction Co., bankrupt No. 5478. The final meeting of creditors has been called for Oct. 22. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

Oct. 8, On this day the reference, and adjudication in the matter of Frederick C. Beardsley, doing business as Beardsley Hardware, bankrupt No. 5883, were received. The bankrupt is located in Pelee. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same the amount of assets and liabilities will be made known.

In the matter of Robert M. Thompson, bankrupt No. 5745. The first meeting of creditors has been called for Oct. 24.

In the matter of Glenn Randall, bankrupt No. 5871. The first meeting of creditors has been called for Oct. 23.

In the matter of Baxter Laundries, Inc., of Illinois, bankrupt No. 5907, final meeting of creditors was held Oct. 11, at which time the trustee was represented by Warner, Norcross & Judd, attorneys. The trustee's final report and account was approved and allowed. Bills of attorneys for bankrupt and for trustee were considered and allowed. An order was made for the payment of administration expenses as far as funds on hand would permit, there being no dividend for general creditors, the only general claim proved and allowed, however, being that of Heber W. Curtis, trustee of Baxter Laundries, Inc., bankrupt No. 5097 (the parent company). No objection to bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

In the matter of Henry F. Dowstra, as Fashion Center, bankrupt No. 5885. The first meeting of creditors has been called for Oct. 22. The sale of assets has been called for Nov. 1, at the premises formerly

occupied by the bankrupt at 115 Mitchell street, Cadillac. The property for sale consists of dresses, coats, etc., office furniture and fixtures, store fixtures and equipment, all appraised at \$759.93. All interested in such sale should be present at the date and time above stated. W. G. Cowin, of Cadillac, is custodian and in charge of the assets.

In the matter of Simon Kratzenstein and Jacob Kratzenstein, co-partners doing business as Fashion Leader, bankrupt No. 5891. First meeting of creditors has been called for Oct. 23. The sale of assets has been called for Oct. 30, at the premises formerly occupied by the bankrupt at 208 Monroe avenue, Grand Rapids. The assets for sale consist of ladies coats and dresses, appraised at \$941.50; store fixtures and furniture appraised at \$864.80. All interested in such sale should be present at the date and time above set forth.

In the matter of Harry Sullivan, individually and as surviving partner of the co-partnership, Worm & Sullivan, bankrupt No. 5886. First meeting of creditors has been called for Oct. 22. The sale of assets has been called for Oct. 30, at 208 Monroe avenue, Grand Rapids. The assets for sale consist of shoes appraised at \$541.75; store fixtures and equipment appraised at \$697. All interested in such sale should be present at the date and time above set forth.

On this day the schedules, reference, and adjudication in the matter of Carl Prochnow, bankrupt No. 5904, were received. The bankrupt is a farmer of Eaton Rapids. The schedules show total assets of \$545.75, (of which \$350 is claimed exempt), and total liabilities of \$2,141.66, listing the following creditors: Murray J. Martin, Eaton Rapids, \$1,180.00; Prudential Life Insurance Co., N. Y., 7,546.65.

Farmers and Merchants Bank, Lake Odessa	5,000.00
Jackson Clinic, Jackson	90.00
John Seagraves, Cincinnati	1,500.00
Dan Beasore, Eaton Rapids	650.00
Holt State Bank, Holt	75.00
Fay Pierce, Eaton Rapids	200.00
American State Bank, Lansing	700.00
Vern Smith, Eaton Rapids	100.00
Agricultural Chemical Co., Detroit	97.00
Morris Elfert, Holt	200.00
Webster & Sons, Eaton Rapids	20.00
Foot Memorial Hospital, Jackson	30.00
John Beal, Lansing	390.00
Dr. T. M. Sanford, Lansing	50.00
Michigan State Bank, Eaton Rapids	1,300.00
Charlotte Ins. Agency, Charlotte	80.00
Capital National Bank, Lansing	2,000.00
Michigan Mortgage, Lansing	65.00
Sam Orr, Eaton Rapids	6.00
Montgomery Thrashing Co.	100.00
Mrs. P. M. Granger, Charlotte	30.00
Farmers Mutual Fire Insurance Co., Charlotte	21.00
Michigan Mutual Hail Ins. Co., Lansing	15.00
Moorman M. Fr. G. Co., Quincy	18.00
Dr. Hargreaves, Eaton Rapids	45.00
Dr. Wilinsky, Eaton Rapids	7.00
E. McArthur, Eaton Rapids	45.00
F. Friernuth, Stockbridge	14.00
Dr. Hutson, Eaton Rapids	6.00
C. J. Moore, Eaton Rapids	125.00
Mich. State Bank, Eaton Rapids	280.00

In the matter of Margaret M. McQuarrie, survivor of Jessie T. McKinnon and Margaret M. McQuarrie, co-partners as Quaker Restaurant, bankrupt No. 5673, final meeting of creditors was held Oct. 5, at which time the trustee was present by Arthur N. Branson. Dale Souter, attorney, was present on behalf of the bankrupt and Warner, Norcross & Judd, attorneys, were present on behalf of petitioning creditors. The trustee's final report and account was approved and allowed. Bills of attorneys for petitioning credits and for the bankrupt were approved and allowed. No offers being made on balance of accounts receivable and impounded bank balance, same were abandoned as worthless and burdensome. Made order for the payment of expenses of administration as far as funds on hand would permit, there being no dividends for preferred or general creditors. No objections to bankrupt's discharge. The meeting adjourned without date and the files were returned to the U. S. District Court.

Don't blame Johnson. It isn't the rooster's fault if the boss cuts off the spurs needed to back up his crow.

Still, the kind of man who submits to a woman's bossing probably would go to the dogs without it.

The Southward Bound Thrush

A thrush stopped in my yard to-day
The pretty thing
While winging South where he will stay
Till coming Spring
He had no guile that I could see
To give the lands topography
While journeying.

I wonder will he find this flight
Bewildering
And bird retreats for him at night
For slumbering
Then does he fit his bill-o-face
To suit whatever others spare
While on the wing.

But most of all I'd like to know
While wondering
Who told him to avoid the snow
Which winters bring
Perhaps he scanned Thrush History
Which featured the necessity
Of migrating.

Charles A. Heath.

You can tell a cold storage egg by the amount of air inside the shell. Nature seems to know they need airing.

All Issues CONSUMERS POWER PREFERRED

BOUGHT QUOTED SOLD
Your Inquiries Solicited

ROGER VERSEPUT & CO.

Investment Bankers—Brokers
813-816 MICHIGAN TRUST BLDG.
GRAND RAPIDS Phone 8-1217


THE GRAND RAPIDS NATIONAL BANK BUILDING Offers OFFICE SPACE

At the Lowest Rates
in the
History of the Building

Telephone 9-7171

OR

Call at Room No. 722

 **West Michigan's**
oldest and largest bank
solicits your account on
the basis of sound poli-
cies and many helpful
services . . .

OLD KENT BANK

2 Downtown Offices
12 Community Offices

J. H. PETTER & CO.

GRAND RAPIDS INVESTMENT BANKERS
Phone 9-4417

MUSKEGON
Phone 2-3496

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Red Wing, Minn., Oct. 2—Recently we have had reports come to us that some one is traveling through Ohio and Michigan, claiming he represents our office, and that he has cashed checks drawn on the First National Bank of Red Wing in amounts of ten or fifteen dollars. He has used signatures: M. J. Ward, Jack Kramer, J. R. Drake and J. C. Kramer. We do not know this party and all the checks are protested as he does not carry an account with this bank.

This man has a few samples of our shoes and uses the pretense that he is directly from our company, takes an order and then will cash his personal check. Most likely these samples are from a stolen grip and nothing is heard of the order. One Michigan dealer advises the man is about 54 years old, weighs about 200 pounds and drives a sedan with Illinois license plates.

Should this party call on you and try to cash his check, get his license number, have the police hold him, and telephone us for further information.

Our representatives in Ohio are Ed. Burger and H. P. Williams. In Michigan and Indiana, H. P. Williams; in Illinois we have J. K. Lippert, J. Vacker and F. Goldstein, who have carried our line for some time, and are well known to the trade.

Red Wing Shoe Co.

Alleging unfair competition in the sale of food products, the Federal Trade Commission has issued a formal complaint against Ossola Bros., Inc., of Pittsburgh, wholesale dealers.

According to the complaint, certain representations of the respondent have a tendency to deceive buyers into believing that its brand of tomato sauce called "Grande Italia" is made from the plum shaped Italian tomato grown in Italy and imported into the United States, when in fact this sauce is made from domestic tomatoes.

Sauce made from the plum shaped Italian grown tomato has an established reputation for being especially adapted for use with spaghetti and other foods, particularly among Italians in this country and abroad, according to the complaint.

The Commission designated November 2, 1934, at 2 p.m. as the time for a hearing in this case.

Unfair competition in the sale of "Grayban," a hair coloring preparation, is prohibited by the Federal Trade Commission in a cease and desist order issued against Grayban, Inc., of New York City, the distributor.

This company, according to the order, is no longer to represent that its product can or will bring back the natural color of gray hair and the hair's own true color, or renew the color of the hair. It is also not to represent that its product will banish gray hair, unless certain proper qualifying statements are included.

The respondent refrained from contesting the proceeding and consented to the Commission's issuance of an order to cease and desist.

Unfair competition in the sale of books is prohibited by the Federal Trade Commission in a cease and desist order issued against Irving Roy Jacobson and Progressive Education

Society, of 407 Hillington Way, Madison, Wis.

The respondents are directed to cease representing that a set of books called "Source Book" will be presented free of charge to prospective purchasers on condition that they give other persons their opinions concerning the merits of the books, or that they purchase a so-called loose leaf extension service purporting to keep the books up to date.

Representing to prospective purchasers in various communities that in a community a limited number of persons will be sold the books at a special reduced price as an introductory offer, is also prohibited in the Commission's order, as is the representation that the price quoted is the regular selling price when it is actually in excess of the usual selling price.

Respondents also are directed to discontinue representing that books offered for sale have been recommended by various state and county superintendents of school or by principals of state teachers' colleges, unless these assertions are true.

The respondents consented to issuance of the Commission's cease and desist order without trial of the complaint.

Unfair competitive methods in the sale of shoes in interstate commerce, are prohibited by the Federal Trade Commission in a cease and desist order issued against Messrs. Frank, Morris R. and Harry K. Brilliant, 182 Lincoln Street, Boston, trading as Brilliant Brothers Company.

The respondents are directed to cease using the word "Doctor" or the abbreviation "Dr." in connection with the name or as a trade name for their products in a way which tends to deceive purchasers into believing that the products are made in accordance with the design of, or under the supervision of a doctor, and that they contain scientific or orthopedic features which are the result of medical advice or services, when this is not true.

The respondents refrained from contesting the proceeding and consented to the Commission's issuance of an order to cease and desist.

Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Behr-Manning Corp., Detroit.
Goodyear Glove Rubber Co., Inc., Detroit.
Quick Tire Service, Inc., Grand Rapids.
Radtko Oil and Refining Corp., Detroit.
United States Tire Company, Inc., Detroit.
Broadway Capitol Theatre, Inc., Detroit.
Oriol Cabinet Company of Grand Rapids.
Penn Refining Corp., Detroit.
Van's Construction Co., Inc., Grand Rapids.
Wallace Furniture Co., Grand Rapids.
Golden Lily Lunch, Inc., Detroit.
Cowan-Nickless Co., Detroit.

Electric Refrigeration Building Corp., Detroit.

S. J. Groves & Sons Co., Newberry.
MacKay Electric Co., Detroit.
E. W. Osborne, Inc., Birmingham.
Oxford Corporation, Detroit.

Byron Jackson Co., Detroit.

The Holbrook Co., Inc., Detroit.

Midwest Distilleries, Inc., Cheboygan.

Realty Adjustment Corp., Detroit.

Roberts Brothers Realty Co., Detroit.

Ewald Stein Radio Corp., Grand Rapids.

Crystal White Sugar Co., Saginaw.

New Strand Barbecue, No. 1, Inc., Saginaw.

Polyclinic Building Corp., Detroit.

Weil Manufacturing Co., Grosse Pointe Park.

Business Men's Club, Inc., Jackson.

Grand Rapids Battery Shop, Grand Rapids.

Hot Shot, Inc., Grand Rapids.

Fairview Land Co., Baraga.

Milan Lumber Co., Inc., Milan.

Linco Blade Co., Inc., Detroit.

New City Garage, Inc., Detroit.

The American Mack Co., Detroit.

Anderson Manufacturing Co., Grand Rapids.

Broadway Republic Co., Detroit.

Joseph A. Martin Co., Detroit.

Meyers-Halvarson Co., Middleville.

Woodward Finance Co., Detroit.

Barrett Oil Co., Jackson.

Cregan & Mallory Co., Inc., Auburn, Ind.

Amasa Threshing Co., Amasa.

Whitlock Co., Jackson.

Kentfield Manor Corp., Highland Park.

Tailors Co-Operative Cleaners, Inc., Detroit.

U. L. Corporation, Detroit.

Universal Refrigerating Sales Co., Detroit.

Grand Rapids Savings Building Co., Grand Rapids.

New Deal Radio Corp., Detroit.

Washtenaw Reconstruction Loan Corporation, Ann Arbor.

Future NRA Enforcement

The decision not to centralize NRA enforcement, but to leave it to the Department of Justice, the Federal Trade Commission and other regular Government departments will further weaken the policing of the codes.

Coupled with the unwillingness of the Department of Justice to prosecute the Houde case, the dropping of the plan for a judicial NRA board is interpreted as an admission that enforcement action based on the NIRA is in many instances unconstitutional. This will mean that the Federal Trade Commission Act and other older statutes will be more important as regards enforcement than the recovery act itself.

Enforcement efforts by NRA itself will, therefore, be limited to such administrative measures as the removal of the Blue Eagle and preclusion from Government business. In addition, renewed efforts to stimulate voluntary code compliance are expected. As regards

labor provisions, they will be tied in with the plans to promote a truce on strikes. In the trade practice field, the system of liquidated damages is likely to be given wider application.

Market Rise Aiding Luxury Sales

A sudden spurt in the demand for semi-luxury merchandise is expected if the current revival in stock market activity should be sustained for any long period.

A stock market rise is a powerful psychological stimulant to consumer buying, especially on the part of relatively well-to-do members of the community.

Finance company executives also report that the demand for credit accommodation in such lines as automobiles, electric household goods, etc., increases almost immediately after a sustained spurt in stock market activity.

Active consumer demand for merchandise in the semi-luxury class would be particularly welcomed, it is said, because of the increasing shift toward low quality goods brought about by the recent rise in prices.

Speculation Rife on Trade Pact

There is much speculation in Washington as to the possibility of some time effecting a reciprocal trade agreement with Great Britain, it being commented upon that while there has been no formal representation made to the British government, nevertheless whenever an American official meets a British representative he seems to want to talk about the matter.

It appears that the British have surveyed the situation and concluded that there is little advantage to it in any basis of trading that would be acceptable to the State Department and the American people. Reference is had to the suggestion that "equal advantages" accrue to both countries, in face of the fact that only through tremendous concessions on the part of the American government could the favorable trade balance of this country be whittled down.

Recession in Business Activity

While the level of business activity still remains relatively satisfactory, evidences are that the immediate trend may continue downward.

Retail sales, while making a good showing in dollars, are at best merely even with last year in physical volume. The current activity in trade, therefore, is not sufficient to stimulate any expansion of production in the lighter industries.

Heavy industries, on the other hand, still fail to show any signs of an early revival. As a result, the normal seasonal decline in some directions is not being offset by improvement in depressed lines.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
Vice-President—O. A. Sabrowski, Lansing.
Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

Delusion of "The Good Old Days" Persists

"Aren't the old boys who ran grocery stores a hundred years ago lucky that they don't live to-day?" This from Editor Buckley, of the Grocery World, shows how persistent is the delusion that "things" were better or easier, or both, long ago than they are to-day. It is a lapse, too, by this keen and able grocery editor, whose clear-eyed sanity and soundness of outlook shine through most of his writings and comments.

Back in 1377 ordinances were presented to the London council to provide against the sale of cheese by "foreigners"—that is, non-residents of the city—also against "diverse bersters," meaning hucksters, male and female hawkers, or, as we might say it, peddlers. Trouble was that such interlopers sold "for less," were price-cutters and sadly disturbed regularly established merchants.

In 1447 London was much troubled with the influx of ungraded, substandard spices, sold at cut-prices by unauthorized persons.

In 1726 Daniel Defoe wrote his "Compleat English Tradesman" in the preface whereof he asks "if there is not something extraordinary in the temper and genius of the tradesman of this age, if there is not something very singular in their customs and methods, their conduct and behavior in business and Tradesman's management now than ever was before, what is the reason that there are so many bankrupts and broken Tradesmen among us, more than ever was known before?"

I know not how Defoe knew that "things" before 1726 had been better, but he blames present misfortunes largely on "the decay of the office of the garbler, who in olden time had vouched for the quality of goods sold." The garbler was a public inspecting official.

What did the grocer sell in 1726? Tea, sugar, coffee, chocolate, raisins, currants, prunes, figs, almonds, soap, starch, blues of all sorts, "etc." Spices are not mentioned, probably because they were staples so universal as to "go without saying"; certainly they were the keystone of the original trade. Blues were far more important then than now. Incidentally, currants, which are truly a Greek raisin, were so named from Corinth in Greece, whence they were brought to England.

But as to sugar, "the grocer was said to sell this commodity at a loss." "A custom has prevailed among grocers to sell sugars at prime cost, and are out of pocket by the sale paper, packthread and their labor in breaking and weighing it out. The expense of some shops in London, for the single article of paper and packthread (twine) for

sugars amounts to sixty or seventy pounds per annum (\$300 to \$350), but this they save upon the other articles."

In 1555 further measures were taken against peddlers and, in 1641, grocers complained against "certain lewd and idle people uttering and selling grocery wares to the dishonor of this city and a great reproach to your Worshipful Company."

Again, in 1691, complaint was made against "a class of people called pedlars, hawkers, petty chapmen who, contrary to law, do carry about, dispose and sell, etc., etc."

In 1786 a London grocer took cognizance in his advertising of substandard and adulterated teas, of which we have ample details of perfectly horrible filth fully reminiscent of what The Jungle revealed of Chicago's Packingtown.

"It is observed by a correspondent," he advertises, "that among the various impositions to which the public are liable, there is no article like teas for deception in their price and quality." Then he goes on to show how his wares are above suspicion, kept so by his own conscientious skill—precisely as the real grocer of to-day assures his values and the integrity of his wares to his customers.

One might go on indefinitely to show that, basically, our business has changed only for the better, and it is worth noting that when Defoe wrote there were several London grocers whose business runs on to-day, and that one of those was already ten to fifteen years old whose business now continues on the highest plane, whose specialties are distributed literally around the earth.

Fact is, there is no royal road. The way is the way of devoted labor. Those able and willing to do the needful work prosper now as they did in Defoe's day and the centuries before him. Others need not apply, for they can not hold the line. And this is all to the good, for experience shows—and it is plainly logical—that to make things "easier" would be, and always is, to invite greater influx of the misfits with consequent greater demoralization.

The San Francisco Advocate, startled by news that FERA has opened a commissary in Nashville and plans to establish similar merchandise outlets elsewhere, says:

"Here is something difficult to digest. In one breath the Administration sets up mechanics for preventing unfair trade practices and the next moment we find this self-same agency entering into 'heavy' competition with the very grocery whom it was—originally—designed to aid."

But why this surprise, in view of the notorious condition of cross-purposes in which Washington bureaus have operated increasingly in recent years? To me it was either sad or humorous—depending on the angle from which one viewed it—to note the eager faith, childlike and bland, with which grocers' associations welcomed the promise of "aid" from Washington in the early days of NRA, for surely experience might have forecast keen disappointment of such hopes as that promise engendered.

What is the magic supposed to inhale in election or appointment to public office? How does such election or appointment confer expert knowledge, developed skill, intimate acquaintance or other special fitness or ability to map out a true course for commerce? The unexpected mostly happens, but to anyone experienced in such contacts what has now happened is precisely what was to have been expected from the inauguration of the infamous Wagner-Green-Perkins-Tugwell-Wallace combination.

California and other grocers will get back to the truth after this renewed disillusionment, that it is still up to each merchant to take care of himself and that there is no other way.

But now, in view of the cowardly tyranny our Government has visited on several "Little Fellows," while backing, filling and sidestepping in face of powerful rebels against NRA dicta, it is heartening to find many solid institutions quietly declining to be browbeaten into unsound practices or to deprivation of their constitutional rights.

There is reason for high hopes in the stand taken by Spencer Chick Hatchery, of Spencer, Iowa, and the Idaho baker who declined to advance the price of his bread whom Senator Borah promptly undertook to defend. It is not only labor that must "fight for its rights"—business must do the same; and when it starts, that will be the beginning of Liberty Regained.

Paul Findlay.

How Chain Store Trucks Brought Prosperity

As we see the gaudily painted trucks operated by the chain stores roaring down the highways one thought comes to our minds and that is that they bode no good to the independent merchant. No doubt their owners have enslaved hundreds of workers and caused financial ruin to other hundreds of former storekeepers. But one Michigan grocer actually profited by the annoyance these monsters of the highways caused him.

Next door to his store was a restaurant and it was the habit of a number of the truck drivers to park their trucks in front of both places while they ate their lunch. This, of course, shut off much of the parking space for use of the grocer's customers and consequently they went elsewhere for their food needs at such times. This was a constant thorn in the side of the grocer, but what seemed to make it worse was the fact that the worst offenders were

none other than his greatest enemy, the chain food store trucks.

This condition persisted and our friend, the grocer, paced his store and gnashed his teeth many a time in disgust at the condition. He decided to forego the pleasure of letting his feelings take charge of his senses and so got in touch with the landlord and eventually leased the entire building, thus neatly doing away with the restaurant and the offensive trucks at one stroke.

Under the terms of the lease a new front was installed and the center partition removed. This gave him one large room nearly double the former space. After the painting, papering and other necessary repair work was completed new shelving and a new meat case and vegetable spray were added to the fixtures.

This made the store one of the cleanest and neatest in that vicinity. New business came that way; while old customers found plenty of parking space and a much better place to trade. This young grocer had to live up to the standard he had set for his business, and it kept him busy from the opening time until he turned the key in the lock at night.

He has one of the finest food stores in that hustling city and he can be pardoned a satisfied smile when he relates that it was the offensive chain store trucks that forced him into a finer store and a greater prosperity.

Sam Sugarsax.

Hell, for the man who resents having a big fat wife, is a place where he spends all he makes trying to cure a sick one.

Liberty is sweet, but it would be a help if the law forced us to visit the dentist when we are afraid to go alone.

If that kind of preacher is news, why ignore the shyster lawyer who disgraces his profession.



Beech-Nut
GUM & CANDIES
COFFEE · PEANUT BUTTER
CATSUP · BUTTER WAFERS
and other foods
of exceptionally fine flavor
BEECH-NUT PACKING CO., CANADIAN, N.Y.

ROWENA!

(SELF-RISING)
PANCAKE FLOUR
IS IN POPULAR DEMAND!
VALLEY CITY MILLING CO.
Portland, Grand Rapids, Kalamazoo, Holland, Traverse City

MEAT DEALER

How Selling By Grade Benefits Retailers

It is quite certain that in a very short time virtually all meats will be sold by grades in all parts of the United States. A movement is developing that will gain strength rapidly.

Retail organizations in several cities, recognizing the benefits of a standardized system of grading and labeling meats, are taking the initiative in procuring legislation that will bring about this kind of regulation, which already has been attained in several western cities, following the lead of Seattle. Live stock producer organizations are almost sure to demand compulsory grading, but the meat trade will prefer that the movement start within their own ranks.

For the retailer a standard system of grading assures uniform quality day after day. His customers have the same assurance.

There are no variations from season to season, and the marking or labeling of the meat is not influenced by any changes in supply.

The grade stamp guarantees to the retailer that he will get the quality or grade of meat that he desires.

Consumers generally know little or nothing about quality in meat until it reaches their plate. Not until then are they in a position to determine whether their purchase is satisfactory.

Upon customers' complete satisfaction depends in a large measure whether they will continue to patronize the same store or go elsewhere. Too often for the good of the average retailer such a customer goes elsewhere or looks for some other food that she can use as a substitute. As a consequence the retailer loses her business.

A distinct advantage is had by the retailer when, merely by displaying the grade stamp on the meat, he presents to his customer a guarantee of quality backed by the U. S. Government. It will increase her confidence in his store and strongly influence her continued patronage.

Customers are familiar with the U. S. inspection stamp, which assures them that the meat is from a healthy animal, and will readily understand the significance of the grade stamp.

Grade stamping will largely enable dealers to get away from the idea that price alone is the one thing that brings customers to a market. The tendency now among housewives is not to consider cost-per-pound as the most important factor. They realize that there is a difference in quality of meats, just as there is a difference between grades of oysters, eggs, hosiery and silks. Therefore, she will buy the quality best suited to her purpose or that her resources can afford, especially when she has the assurance that what she purchases will be palatable and appetizing.

Rising Food Market—Meats Lead Advance

Vegetarians are at an advantage in recent advances in the cost of foodstuffs. The Bureau of Labor Statistics reports that meats, with a rise of 3.5

per cent., led in price increases during the two weeks' period ended Sept. 11.

With twenty-three out of the forty-two articles of food included in the Bureau's index of retail food prices showing increases, only eight items showing decreases in cost, and eleven remaining unchanged, the index of prices rose 1.3 per cent. during the two weeks to reach the highest point since October, 1931.

Use of lard became much more expensive during the two weeks, prices of the commodity showing an increase of 10 per cent. Bacon, with a rise of 7.8 cent., and oleomargarine with an increase of 6 per cent., were other articles which showed substantial price advances.

Cereal products showed an increase of one-half of 1 per cent. Dairy products retained the most generous attitude toward consumers' pocketbooks of any of the food groups, with lower butter prices causing a decline in costs.

The group of foodstuffs other than meats, cereals and dairy products, and including such items as sugar, coffee, eggs, fruits, vegetables and tea, advanced 1.5 per cent. in price.

Compared with April 15, 1933, the low point in food prices, the index of food prices is now 29.2 per cent. higher. It is 9.2 per cent. higher than a year ago, and 16.5 per cent. higher than two years ago, but is still 27.4 per cent. below the index for Sept. 15, 1929.

Sausage Out in Front

Sausage is getting more attention from the public because of advanced fresh meat prices, and as Lawrence Forster of Fuhrman & Forster, Chicago sausage manufacturers, points out, the situation offers a splendid opportunity for meat dealers to develop a steady sausage trade by handling only good grade products that give consumers perfect satisfaction.

"Of course, people who were raised in countries where sausage is considered the principal meat dish, know about its sustaining qualities and the relative economy in its use," Mr. Forster says, "but not so many reared in this country realize that. If now they look to sausage as a cheaper meat dish and find that it is also quite satisfying, they will continue to buy it more often than heretofore."

Have Improved Appearance of Rice

American-grown rice may soon take a more important place as a favorite item in the American diet.

Heretofore many consumers have objected to the ragged appearances of cooked rice; but that's a thing of the past. Federal scientists turned their inventive powers on this staple food product with the result that the Agriculture Department predicts a wider home market for American-grown rice.

Imported rice from India, the so-called patna rice, has long been the favorite of the careful housewife. Investigators of the Bureau of Plant Industry set out to determine whether some process could not be applied to American-grown rice which would give it the flavor of the special types now imported.

The investigators soaked and parboiled the rice. Sounds simple; but a lot of research was necessary to do the job properly. With their work completed, the scientists declare that the parboiling process practically eliminates the ragged looks of individual kernels in soup and other food products and gives the rice the true imported flavor.

Some special quality rices now come in duty free because up to the present it had been impossible to equal them. The scientists now have a process which they say bids fair to supply a home product, at least equal to the imported one. In the past few years importations of this type of rice have averaged about 1,000,000 pounds annually. In 1928-30 more than 2,000,000 pounds was brought in each year.

Uncle Sam is taking no chances on this new food process. In order to make the process available to all American millers the Bureau of Plant Industry has applied for a public service patent.

To Prepare Dog Food Standards

With the return from Europe to-day of Charles Wesley Dunn, executive director of the Code Authority for the dog food industry and counsel for the National Dog Food Manufacturers Association, a meeting will be arranged for the purpose of preparing standards of labeling and identification to be submitted to the NRA for approval. A. R. Cowgill and Dr. William E. Anderson of Yale University, Dr. R. L. Pilcher of the American Can Company and A. E. Stevenson, of the Continental Can Co., will present a report for study at the meeting. A majority of manufacturers have already voluntarily changed their manufacturing formulas and advertising policy.

Premium Items Again Ordered

Reports that the demand for premium items is reviving are current in the New York market. Manufacturers specializing in small kitchen tools and tinware said several major grocery manufacturing companies are shopping for premiums for use in late Fall and holiday sales campaigns. An order for more than 500,000 cake tins, to be

shipped over the coming five weeks, was placed by a flour mill last week.

An Old Shoe

I'm a common shoe
Old and badly worn
Yet without ado
Burdens have I borne
Walking many a mile
In the latest style
And the liveliest while
Was a passing shoe.

Since I am a shoe
Speaks a sole to me
That I buckle through
To my destiny:
Lighter make the load
Brighter, too, the road—
These are tasks bestowed
On a common shoe.

I am but a shoe
Pegged, or sewn, and dyed
And no cobblers knew
What would me betide
Save when they were done
Then for me begun
One long course to run
Finishing the shoe.

Just a common shoe
True my last came first
Yet—I say to you
Blessings too reversed
Gaining day by day
As I won away
Will they last?—They may
Longer than the shoe.
Charles A. Heath.

Decimating Farm Live Stock

Although Government purchases of drought relief cattle have ceased, farm live stock is rapidly being further reduced through direct offerings by farmers.

The reason for such offerings is that feed prices have risen out of proportion with live stock and meat quotations. Farmers, it is reported, see no prospect for an early reduction in feed prices or a compensating rise in meat prices. As a result, the decimation of the farm animal stock is likely to continue until animal husbandry is made profitable again through restoration of the familiar price relationship in this field.

Prospects are, therefore, that meat prices for some time to come will remain relatively low under pressure of large scale offerings from the farms. The long range outlook, on the other hand, is for a sustained period of high meat prices as a result of an unusual reduction in the potential supply.

To overcome, keep going.

tune in on
★ ★ ★
"GALAXY of STARS"
★ ★ ★



radio program presented by Red Star Yeast every Tuesday, Thursday and Saturday morning over NBC red network —

Glorious music — Every program a merchandise mover. The increasing popularity of the Yeast Facial is creating faster turnover — greater profit for you.

SALES BRANCH DISTRIBUTION

RED STAR YEAST AND PRODUCTS CO.
MAIN OFFICE MILWAUKEE, WISCONSIN

STRICTLY INDEPENDENT SINCE 1882

HARDWARE

Michigan Retail Hardware Association.
President—Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.
Treasurer—William Moore, Detroit.
Field Secretary—L. S. Swinehart, Lansing.

Some Difference Between Forty Years Ago and Now

Shelby, October 10 — Enclosed is a copy of the publicity sent out in connection with a fortieth anniversary sale put on last month. Thought you might be interested in the comparisons between forty years ago and now.

A. J. Rankin.

Shelby, Sept. 19—Forty years ago this month the writer started in the hardware business.

Looking back through the years, I want to thank you, my present customers, and express appreciation for others who are no longer with us, who have given me the opportunity of serving you and them during these years.

The associations have been pleasant indeed and the acquaintances which have started over the counter have ripened into personal friendships which are the most prized rewards of service.

Many changes have come about during these forty years. Coal kilns were in full operation in three locations in the county, burning into charcoal hardwood that, since then, would have been worth a king's ransom.

Highway improvement had not progressed much beyond the log corduroy for muddy places, of which there were many, and plank roads for hills, of which there were more.

A team of driving horses and a shiny top buggy was the last word in elegance in local transportation; while the arrival of the evening train on the Chicago & West Michigan, bringing travelers from afar, was the signal for a complete exodus from Main street to the depot.

The twine binder had only just displaced the cradle in the harvest fields; in fact, much grain was still harvested by hand either for lack of other equipment or because the fields were too stumpy for binders.

The bicycle had just "arrived." Bustles were going out and "mutton leg" sleeves were in style. It took fifteen feet of binding to go around a lady's skirt and if it hung more than two feet above the shoe sole it was cause for talk. Truly times have changed.

At the beginning of these forty years there were locally no electric lights or other electric equipment, no water system, no gasoline or kerosene mantle lamps, no sprayers on the fruit farms, no gasoline engines, no autos, no radios, no aeroplanes, only one telephone in each town and none in the rural home, no appendicitis, no hospitals, no movies, no football nor basket ball in the school, no unemployment nor welfare problem, no AAA, FERA, NRA or ?A.

Potatoes were 6c a bushel and apples were given away. A good sized dressed chicken could be bought for 25c with a pound or two of liver or a soup bone free.

High pressure salesmanship was being used to sell chapel organs. An organ in the parlor and a bicycle leaning against the front porch were signs of prosperity. To be up to the minute you just had to be able to sing "After the Ball." It was the song hit of the year and vied with "Ta-ra-ra Boom-deay" for popularity. The older folks were sure that the younger generation were "going to the dogs" and it was commonly reported that nothing was made as good as it was years before.

In the hardware field galvanized ironware was not yet common on account of the cost. Woodenware was cheaper. Enameled ware was not yet dreamed of, and there was not enough

aluminum refined in the Nation to have equipped one home to-day. Cut nails were demanded by the older carpenters who were sure that wire nails would ruin any job. Bow keys were as common as spark plugs are now. More whips were sold Thursday morning of county fair week than are sold now in a year.

Crosscut saws and cant hooks were bought in several dozen lots and axes by the gross. Wood could be had for the cutting. A man who asked his neighbor 10c a cord stumpage was regarded as a skinflint.

The freight rate on five hundred pounds from Grand Rapids was about the same as one hundred pounds cost now.

Pages could be filled of comparisons between those good old days of the gay nineties and to-day. Probably no one would want them back if we had to give up all that these forty years have given us.

But an anniversary is not any fun if you celebrate it alone, so I am going to try to make it an object for you to come in during the week of Sept. 22 to 29 and take part in a 40th anniversary sale.

Each lady coming to the store Saturday, Sept. 22, will receive an anniversary souvenir. You will not be asked to buy.

As an anniversary special, white-ware cups and saucers will be priced at 10c for the cup and saucer together. Set of 6—58c. White plates, 9 inch actual diameter, will also be 10c each or a set of 6 for 58c.

In looking over my first sales book, I find that No. 3 galvanized tubs sold at \$1 each. We will celebrate this fortieth anniversary by selling No. 3 tubs at 78c.

Another entry in that first sales book shows a copper boiler selling at \$2.75. To celebrate this fortieth anniversary we offer a No. 8 all copper boiler with strong wood grip handles (hook type) securely riveted on, reinforced roll top, double lock seam, for that same price—\$2.75, or a No. 9 of the same construction for \$2.98.

Genuine Dietz lantern, No. 2 burner, heavily tinned to prevent leaks and rust, short chimney type—fortieth anniversary price \$1.15.

Forty years ago an 8x10 glass sold for 5c and a 10x12 for 8c. That will be the price during the fortieth anniversary sale. Common sizes needed at this time of year are priced as follows:

8x10—5c	12x28—27c
10x12—8c	12x30—30c
12x24—22c	20x24—39c

24x28—59c

Puutty, 1 pound, 9c; 5 pounds, 39c.

Hunters—Don't miss this. 12 gauge Smokeless shells, choice of shot, closing out a line at 69c per box. Only two boxes to a customer.

Rubber rings for Mason jars, 4c doz. Glass lined zinc screw tops for Mason jars, 24c dozen.

Jelly glasses and covers, 39c dozen. 6 Mantles for Coleman lamp or lanterns, 30c.

Manger chain (for cows), 23c.

White-ware sauce dish, 5c.

Oatmeals, 6c. Bowl, 10c. Platter, 19c.

Good grade 12 quart dairy pail, 37c.

100 6-inch strainer discs, 29c.

Portland picking bags, regular, \$1.95; fortieth anniversary sale price, \$1.79. 40 hardwood 4-inch polished clothes pins, 9c; 10 dozen for 25c.

5 blue blades for Gillette razor, 18c.

18-inch Galvanized cold hod, 45c.

Champion tooth, hardwood frame Buck saw, 98c.

Guaranteed nail hammer, 39c.

Corn Huskers, 9c. Mouse traps, 4 for 9c. — Fly ribbons, 5 for 9c. — Fly spray, household, full pint, 23c.

Hundreds of bargains. Just the things you need now at the anniversary sale prices. A. J. Rankin.

Funny man. He can see dust on the floor and yet cannot see his discarded newspaper, socks and underwear.

Seasonal Hardware Orders Rise

Demand for seasonal hardware returned to normal in both the wholesale and retail markets this week and volume figures for the week are expected to compare favorably with those of the corresponding period in 1931. Sales are 10 per cent. above the figures for the corresponding week last year. Outstanding in the current demand are electric and oil room heaters to retail up to \$10. Retailers reported a strong call for both types of heaters and re-ordered freely in the wholesale market. Demand for builders' hardware was off, largely because of price uncertainty in door lock and other branches of the industry. Jobbers complained that manufacturers, competing for volume, were quoting prices as much as 10 per cent. under early Fall levels. The condition they viewed as temporary.

Kitchen Wares Market Active

A pick-up in retail sales due to current housewares promotions here and in neighboring cities brought a sharp gain in re-orders to manufacturers of kitchen utensils of all types. Buyers for chain stores, small independent retailers and large department stores placed repeat business on pots and pans of tin, enamel and aluminum, small kitchen tools and popular price electrical appliances. The demand from independent retailers and department stores surprised the trade as both types of establishments have restricted purchases for several weeks.

Stores Buy Holiday Dinner Sets

Orders for holiday merchandise have been added to the normal volume of replacement business in the wholesale chinaware market. Both importers and domestic producers benefited from the holiday buying, which centered upon 100 piece sets in the higher price brackets. The volume of early orders, they said, compared favorably with those of last year. Buying for immediate shipment is confined to low-price merchandise. Outstanding in the replacement orders is the call for 53 piece dinner sets to retail at \$6.98 and \$7.98, which appear to be replacing small sets in popularity.

Table Glassware Call Better

A revival of demand for table glassware is reported in the wholesale market by selling agents and manufacturers who have had trouble recently in moving stemware in quantities. Buying by retailers includes low-end goods for use in current promotions and substantial orders for better-grade glasses for Thanksgiving and Christmas sales. In the medium and higher price lines, cut-crystal glasses were wanted. Bar glass orders continue to lag, but the revival of demand for table glassware will help to offset the loss in liquor glass volume.

Money Saved by the Parr Administration

The Tradesman is in receipt of a comparative report showing the cost of conducting the work of the Michigan Board of Pharmacy for four years—1926, 1930, 1932 and 1934. In 1928 the salaries were \$18,023.62 and the traveling expenses were \$7,065.86; in

1930 the salaries were \$19,390.07 and the traveling expenses, \$8,357.78; in 1932 the salaries were \$20,447.48, and traveling expenses \$8,832.44; in 1934, or the ending of the fiscal year 1934—and of course all these other dates are at the end of the fiscal year—the salaries were \$10,953.25, and the traveling expenses \$3,984.14. Mr. Parr has evidently undertaken to run the office economically, without sacrificing efficiency. That the job has been done as well as in the past goes without saying, but at any rate he did achieve his ambition of showing great economy.

Sees Standards Gaining Headway

A decided movement toward better quality merchandise and headway in setting up of standards for the protection of the consumer reported by D. E. Douty, president of the United States Testing Company, Inc., at a private view of the company's new laboratory at 1,450 Broadway. Department stores, manufacturers and NRA code authorities are showing marked interest in standardization and certification of merchandise, he said, with the company now having eighteen contracts for certification of quality in high grade merchandise. The new laboratory is that of the North American Laboratory, which has been merged with the company.

Fur Trade Prospects Favorable

A better than seasonal improvement is anticipated this fall by all branches of the fur trade, following a prolonged period of relative inactivity.

Heavy inventories which retail furriers had accumulated during the spring and summer of 1933 have now been generally worked off, it is reported. As a result, all branches of the fur trade are again in position to benefit directly from improvement in consumer demand.

While the current sales volume remains limited, indications are that business in fur coats and pieces this fall will exceed last year's figures by at least 10 per cent. On the basis of preliminary inquiries from customers, some well known furriers expect sales increases of 30 to 50 per cent. in individual items.

October

October means so much to me
And more from year to year
A natural academy

Whose courses grow so dear
They lure the heart with graciousness
Preparing it for such address
As later may appear.

October is a month so kind
To those who know her best
She never falleth you to find
And make full manifest
The reason why all folk should be
The happier although they see
The fields are moved to rest.

October is a month serene
As oft as trumpeter—
For still she shows some pastures green
Although again recur
The settings of a killing frost
And chilly storms which leave almost
A snow-white comforter.

And yet October who could spare
Whatever be its stain
It full repays when forests glare
With all their colored train
Of foliage in daring hues
And forest flares which so enthuse
We wish they might remain.
Charles A. Heath.

DRY GOODS

Michigan Retail Dry Goods Association
 President—Jos. C. Grant, Battle Creek,
 First Vice-President—D. Mithlethaler,
 Harbor Beach.
 Second Vice-President—Clare R. Sperry,
 Port Huron.
 Secretary-Treasurer—Leon F. Rosarans,
 Tecumseh.
 Manager—Jason E. Hammond, Lansing.

Importation of Japanese Goods Menaces American Recovery

In recent months there has been a veritable flood of goods entering our country coming from Japan. Jobbers have listened to the lure of low prices at which they could buy goods to compete with American made products. Jobbers committing themselves to the purchase of this inferior Japanese merchandise apparently have not realized the serious consequences of their policy.

We have no fault to find with the Japanese nation as such. The people of Japan are industrious, honorable and friendly, but that does not alter the fact that their way of doing things and the American way are as far apart as the North and South Poles. The Japanese standard of living is low. A bowl of rice and a cup of tea satisfies most of them. That means their cost of production is low. This low cost gives them an opportunity of securing export business at low prices which is very desirable from the Japanese point of view because it brings wealth from other countries into their own.

The Japanese people have a genius for imitation, but not for quality. They turn out goods which in appearance are like merchandise produced by our American factories, but which will not stand up. Unfortunately, there are many people in our country who are largely influenced by price in their purchases and they are led into buying this inferior merchandise. When they find that it is poor in value they decide not to buy any more, but there always seems to be a new crop of people coming along to buy such goods and thus demoralization for American domestic trade is continued.

We are fully aware of the fact that international trade must take place. We also understand that if we expect foreign countries to buy our goods we must buy some of theirs, but that does not mean that we should not discriminate as to what we should buy. We know that we can purchase, without danger, raw materials which we do not produce ourselves. We know that there are certain types of manufactured goods which can be imported without danger of destroying markets for our own manufactured products. To such trading there can be no objection, but when foreign nations, whether it be Japan or any other country, begin to dump goods on our shores at ridiculous prices which lure trade away from our own factories, then it is time to make vigorous efforts to stop such practices.

Jobbers purchasing Japanese insulating tape, for instance, help to create unemployment in American textile mills which supply cotton sheeting to American tape manufacturers. Japanese tape bought by American jobbers means just that much less production by American tape factories and reduces

employment in American plants making cardboard cartons, shipping cartons, lead and foil and many other ingredients used in making and marketing tape. It means the destruction of the market for the American cotton farmer and for other American producers of raw materials. To be plain about it, jobbers and dealers selling Japanese tape or other Japanese goods are inviting trade destruction and all the evils that go with it.

The consumer buying Japanese tape at retail does not even get the benefit of the lower prices paid by jobber and dealer because retail prices for tape are set at certain definite figures such as five cents, ten cents and so on. This makes the situation even worse because the consumer assumes that at the same prices quality should be equal to American-made goods.

We ourselves could save thousands upon thousands of dollars annually if we bought cotton sheeting from Japan, but we know that for every yard of cotton sheeting we would import from Japan we would be helping to put more unemployed workmen on the streets of our country. Likewise the very people the jobber is depending upon for his business may be thrown out of employment, by his patronage of foreign sources.

Demand for Linens Improves

Having been delayed almost a month, substantial orders are now coming in for linen dress goods and suitings from manufacturers for the Southern resort trade, according to importers in New York. The total, however, is still somewhat under that of a year ago. Clothing manufacturers, who hear reports of higher linen prices, when regular Spring buying gets under way, are worried, inasmuch as the Palm Beach prices for 1935 have been reduced almost \$3 to \$15.75. As the latter suits are very competitive with linens, manufacturers may have to bring their linen suit prices down in order to keep their competitive relationship with the Palm Beach styles.

Children's Dress Call Active

An extremely active Fall season in children's dresses was reported in the New York market last week. Retailers in most sections of the country have noted an excellent movement of this merchandise and re-orders have been coming through in heavy amounts. Volume during the past week has been so large as to lead to requests to the Infants and Children's Wear Code Authority for permission to work overtime. No action on the requests has been taken as yet. The Code Authority, according to Maxwell Copelof, chairman, plans to launch a campaign to carry the significance of the NRA label to school children throughout the country.

Discuss Corset Design Plan

A design registration plan and a standard cost-finding system for the industry were discussed by the Corset and Brassiere Association of America at the Hotel McAlpin. The Corset and Brassiere Code makes action mandatory on these matters and action will be taken when meetings in regional

centers have been completed. Enforcement of terms and discounts, as well as a service charge for shipments under \$5, will also be acted upon shortly. A code amendment revising the schedule of wholesale prices and packing requirements on goods selling at \$7.50 a dozen and below is also being considered.

Neckwear Makers Increase

Competition in the men's low-price neckwear field has been intensified in the last year by the establishment over the period of time of about 200 new companies. Practically all of these plants produce goods selling under \$1 and have taken away a portion of the business going to the older companies. The result is that, while unit sales have been holding up well, the volume has been divided among a greater number of manufacturers and, accordingly, many complaints of poor business are heard. The makers of better-grade styles reported yesterday that Fall and holiday business is fairly good.

Formal Dresses Well Re-ordered

While volume in dresses has eased off in comparison with the September peak, re-orders on afternoon and formal styles continue to be received in good volume. Re-orders in many instances are of comparatively large size, with retail emphasis on those models which have led in trade during the last two weeks. Indications are that the total formal dress business will exceed last year's by a substantial margin. Football shades continue to be favored in both afternoon and sports styles. Business in knitted dresses is active.

Oilcloth Promotions Successful

Sales of oilcloth in the wholesale market will set a volume record for the industry this month, in the opinion of manufacturers. Orders placed so far are ahead of the September volume and almost equal to the sales for October last year. Promotional efforts to popularize the use of oil cloth in breakfast nook decorative schemes ac-

count for the sharp rise in sales, it was said. Use of the material for table cloths, seat pads and shelf and window decorations has been generally promoted this Fall by retailers in cooperation with producers.

Oppose Men's Clothing Rules

The proposed lowered discount and increased cost provisions in the Men's and Boys' Clothing Code were opposed at a meeting of twenty-five department store and resident buying office executives held in the offices of the National Retail Dry Goods Association. The objections will be presented to the Code Authority and, if no agreement is reached, will be voiced at the forthcoming hearing. The discount terms proposed are 7-10 E O M or 6-10-60. The increased cost provisions provides for an extra charge if costs increase between receipt and shipment of an order.

Delay Spring Fabric Prices

Talk of advancing finishing prices is retarding the establishment of prices by cotton mills on various Spring fabrics, according to comment in the market last week. Finishing levels have been driven so low, according to complaints, that plants are operating at a loss and quotations must be advanced. Until the situation is clarified, corporation printers, for instance, are said to be hesitant in naming Spring prices on percales for manufacturers and jobbers. Since percales usually set the pace for other printed fabrics, a delay there would retard other lines.

Swim Suits Ready Nov. 5

Bathing suit lines for 1935 will be officially opened to the wholesale trade on Nov. 5, it was decided last week by the committee, headed by Herman Heller, in charge of the showing last year. Mills are now engaged in getting out sample lines, but as yet have not established prices. Selling agents said yesterday that quotations will be under those of last year, as worsted yarn levels have dropped about 15 to 20 per cent. since November of 1933.

GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES
 SPECIAL DIE CUTTING AND MOUNTING

GRAND RAPIDS, MICHIGAN

One of the 72 Selected Companies

of the FEDERATION of MUTUAL FIRE INSURANCE CO'S

The GRAND RAPIDS Merchants Mutual Fire Insurance Co.

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

GRAND RAPIDS, MICHIGAN

Phone 95221

HOTEL DEPARTMENT

Largest Food Market in the World

Los Angeles, Oct. 13.—Alfred F. Bucher, who has for some time been managing Parker Inn, at Albion, has been appointed manager of Hotel La-Salle, at South Bend, Indiana, one of the Hoffman chain of hotels, which extends from the Indiana city to Rock Island, Illinois. Mr. Bucher was formerly connected with Hotel Oliver, in the same city, and is well known as a thoroughly competent and affable landlord. "Jake" Hoffman, whom we all know, does well in acquiring his services.

Naturally the Wisconsin State Hotel Association, at their annual meeting recently, re-elected Herman O. Kletzsch, manager of the Republican Hotel, Milwaukee, as its secretary for the fortieth time or something like it, showing they know a good thing without having it beaten into their noodles. Presumably Mr. Ashworth will continue as business manager of the association.

The century-old Botsford Tavern, on Grand River avenue, near Detroit, was opened to the public last week for the first time in many years under the management of the L. G. Treadway Corporation, operating a chain of New England Inns, and Dearborn Inn, at Dearborn, a suburb of the Motor City. John S. Packard, manager of Dearborn Inn, is supervising the operation of the Tavern, with Frank V. Shaw, a well-known Eastern hotel man, as manager, and Mrs. Shaw as hostess.

John A. Anderson, manager of Hotel Harrington, Port Huron, will give a series of twelve weekly lectures on front office practice before students in the hotel course at Michigan State College this fall.

Milner Hotels, Inc., Detroit, have added another hotel to their chain, the 60 room Colonial, at Dayton, Ohio, which they will at once proceed to rehabilitate, and at which they will henceforth supply service on the basis of "one dollar per day, or three per week."

Clifford R. Taylor, managing director of Hotel Tuller, Detroit, has opened the Arabian Room, formerly the Everglades Club, as a formal dining room. The rich oak woodwork has been refinished in a natural shade, and the decorations and furnishings correspond therewith.

The Detroit Statler has created three additional private dining rooms on the second floor of the hotel to provide for moderate sized parties and luncheons, some of which have heretofore been assigned to upper-floor suits when the hotel's facilities have been congested. A sumptuous private room, to be known hereafter as the Presidential Suite, has been created.

George Brown, who conducted Hotel Brown, Durand, for a long time, but who retired ten years ago, has again taken over the property and will personally operate same. Since 1924 William Kerr and George Schneider have conducted same.

An organization of wholesale liquor dealers will hold a meeting in Chicago during the week and try to discover why their wares are not in greater demand among liquor users. If they will take a little time off they will have no trouble in discovering that the "dear public," who have been patronizing boot-leggers for the past dozen years or so, have become "acclimated" to the brands supplied by such organizations and cannot see why they should be held up just because Uncle Sam has

issued a new set of labels for the distilleries. If they further advance the price, as they now talk of doing, they will complete the work started under the Volstead regime, the Government will be relieved of the revenue, and the illegitimate seller will wax fat at the schedule they have heretofore established.

Quite frequently I make a few hour's visit to the Grand Central market, on Broadway, Los Angeles, and am much interested in its carryings on. If you were thinking of a famine in food-stuffs, you would at once forget all about it. It is said to be the largest affair of its kind in the entire world, and runs through an entire city block, constituting the mecca for many thousands of shoppers daily, all of whom are hunting for food bargains. Opened in 1917, the market has been a constant boon to housewives, who visit it in schools accompanied by the customary shopping bag, made of substantial paper, supported by strong handles. Here one finds the last word in fresh vegetables, fruits, meat, fish, and, in fact, everything in the food line, available at its various stalls maintained by competent merchants. One can buy a complete meal, without walking 25 steps, and know just exactly what he is getting. From the general stocks, including all the items I have mentioned, it is but a simple movement to get in touch with the creamery division where, in profusion you find butter of miscellaneous brands and everything pertaining to the dairy and egg line. Eggs there are of every size, sold at a price per dozen or based on weight. Then on, another few steps, to the modern bakery counters where the choicest of breads and pastries are on sale. The mezzanine and basement floors are rented out to merchants who operate stands where day-old bread, day-old vegetables and such articles are on sale at real bargain prices. Lunch counters also occupy a prominent spot in the establishment, as well as liquor stands, doughnut stands and hot roasted coffee stands. Courteous, good-natured employees are selected to wait on the ever-changing, ever-buying crowds that flood the market from the moment the doors are opened until they are closed at 6 p.m. Special bargain sale are often conducted, late in the day, to close out any over-supplies of merchandise, so that there will be nothing but fresh offerings the next morning. Stalls are rented to merchants who form a part of this "city within a city" thus providing one of the most modern shopping bargain spots for down town shopping. All city markets are under control of the health department, and are watched by special deputies to carry out the one idea of giving patrons the one service they have reason to expect, fresh offerings in every line. Woe be unto him who has a notion to substitute day-old products in the fresh goods sections. A complaint to the management results in an immediate investigation and the employee who tries to put over something of this nature goes on a "black-list" and henceforth may not be employed by anyone in the establishment. Too frequent complaints in any one direction makes it extremely difficult for a proprietor to continue long in business there. To visit the market is one of the most interesting sights in Los Angeles. Except on Sunday, its doors are open every day in the year, rain or shine—winter as well as summer, and if you possess a shopping bag, at the interesting price of a nickel, you are considered a citizen of class.

Last week I briefly mentioned a visit to Agua Caliente, Mexico, as a participant in the annual convention of the California Hotel Association. I overlooked one important item, the menu at the banquet served there. I present it now, knowing there are a lot of my friends who are interested in

these offerings and preserve them for possible use:

Avacado au Malolol de Bienga
Coeurs de Celeris Olives de California
Amandees Salees Crissinis
Tortue Verte claire Amontillado
Medaillon de Honard Glace au Chablis,
Sauce Regence
Concombres Rissoles
Pommes Parisiennes Persiles
Grenadine de Caillies Saute au fin
Champagne
Garnie au Riz sauvage a la Diana
Pois Nouveaux Surfins
Vino Santa Thomas
Salade Romaine Princiere
Mousse de Creme Glacee Palmir
Petit Brule Mexicaine

All reasonably susceptible to almost any interpretation and pronunciation. Try it one once, anyhow.

On our return trip from Mexico our host, the Baron, suggested a "dip in" visit to Bankhead Springs, forty miles out of our way, hidden in the innermost depths of the Coast range of mountains, a most delightful place, after we got to it. We headed right into a bunch of excitement created by the discovery, on the very day of our arrival, of a large assortment of Indian relics, consisting of fine pottery and other articles, in a wonderful state of preservation. An expert on such relics had just arrived at the hotel, where we

Hotel and Restaurant Equipment
Glassware, China, Silverware

H. LEONARD & SONS

38-44 Fulton St., W.
GRAND RAPIDS - MICHIGAN

Store, Office and Restaurant
Equipment

G.R.STORE FIXTURE CO.

7 Ionia Ave., N.W. Phone 8-6027

Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

JAMES HOEKSEMA, Manager

THE ROWE GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

Direction of American Hotels Corp.
J. Leslie Kincaid, President

The MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

An Entire City Block of Hospitality



Have You Seen Our New

- Cocktail lounge — Popular afternoon and evening rendezvous.
- "Pub," our famous Tony at the service bar. Delicious 60c lunches and \$1 dinners.

Pantline
GRAND RAPIDS
750 ROOMS \$2 UP

CODY HOTEL GRAND RAPIDS

RATES—\$1 up without bath.
\$2.00 up with bath.

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

Excellent Dining Room
Rooms \$1.50 and up
MRS. GEO. SNOW, Manager

Park Place Hotel Traverse City

Rates Reasonable—Service Superb
Location Admirable
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Asst. Mgr.

New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water
European
D. J. GEROW, Prop.

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon --- Michigan

Columbia Hotel

KALAMAZOO
Good Place To Tie To

had pulled in for luncheon, and proved most interesting as a conveyor of facts and tradition. I regret my inability to repeat them in detail. They surely were interesting, and I was thankful that our guide and trapper had strayed away, if even only briefly, that we could enjoy it.

I never had a great deal of use for pugilistic encounters which seem to me are staged too frequently in this country, which is about the only one on earth which countenances them. Even in Mexico and Sunny Spain the bullfight has been outlawed, the dogfight fell under the ban ages ago, and even in the veriest slums of New York the cockfight is no longer permissible on account of its brutality. But in America, where some people believe that license has taken the place of liberty, human beings are permitted to commit assault and battery, and even mayhem, with the assurance that they will not be interfered with by peace officers, and other human beings will witness such demonstrations, howl their heads off and relax into gentility. Some years ago, before prohibition, Congress passed a law making a felony to transport prize fight films from one state to another, and the penalties, quite severe, were not, by the public at large, considered too severe for the enormity of the crime involved. And yet to-day every movie house in the country is advertising what might be termed slaughterhouse contests, and thousands are witnessing them, accompanied by youth of tender years, not as a horrible example of outlawry, but as high moral entertainment, though almost as tough from a moralistic standpoint as the operation of the old Louisiana lottery or partaking of "home-brew" in the sacred confines of the private cellar. Out here in California they have a prize fight commission, and there are numerous occasions where broken jaws, noses and limbs are recorded, but the newspapers usually publish illuminating accounts of the abattoir contests and, as a rule they are usually written by some preacher man or society bud, without the natural "moral" clause. Evidently Congress can do nothing further toward preventing the showing of the pictures, for the reason that public sentiment favors them, and they will continue to make contributions to defray the expenditure for missionaries to foreign lands, because in those benighted countries there are those who believe in calm secluded worshipping of images and idols and the operation of "joss" houses.

Down in Ohio, the other day, a young girl was caught stealing money to buy tombstones for some relatives. The act was certainly a reflection on common sense. The Angel Gabriel is pictured to be amazingly accurate, in memory and memoranda. There is no possibility of his forgetting or mistaking anyone, even though buried in the sea. Besides, science proves that the earth and men on it will last at least 100,000,000 years, which would be beyond the life of a tombstone. Ostentation in the burial of the human species has always seemed sickening to me. Thousands of poor widows and others rob themselves to buy funeral trappings, which are of no substantial use. Reform is necessary in this direction.

Frank S. Verbeck.

Special Sausage Inspection Not Necessary

Augusta, Oct. 15—The Battle Creek Independent Food Council wishes to bring to the attention of all grocers and meat dealers and food associations in the state Act. No. 259, Public Acts of 1933, known as the sausage act.

This Council commends the legislature in framing and passing this act insofar as it establishes the contents and grading of sausage, but holds that the licensing portion of the act is unwarranted and unnecessary.

In the first place, special sausage inspectors are not necessary. According to Samuel T. Metzger, Commissioner of Agriculture, the regular force of food inspectors carries on the work of sausage inspection in an entirely satisfactory manner.

In the second place, if special licenses of this nature are accepted and allowed to increase in the future, it will not be long before everything the merchant sells, from soup to nuts will require a special license.

In the third place, this license fee is discriminatory in that a person operating one store is required to pay \$5 per year, where a chain operating many stores has to pay on an average only a few cents per store. If this is not a special privilege for the chains, we don't know our sausage.

Therefore, as food merchants, it is our duty to endeavor to have the licensing portion of this act repealed at the next session of the legislature.

The Battle Creek Independent Food Council is taking the initiative in this cause and is asking all grocery and meat dealers and food associations in the state to get in touch with all legislative candidates and ask that they promise, if elected, to work for the repeal of the licensing portion of the sausage tax.

State Senator Kulp, of Battle Creek, in addressing our meeting last Thursday evening, gave us his promise of support.

Let us get busy now, before election.

A. L. Wakefield, Director.

Fear Renewal of Strike Wave

Organization of industry-wide unions in four mass production industries approved by the San Francisco convention of the American federation of labor may help to open another period of industrial unrest.

While such unions, once organized, may prove much preferable to an incoherent group of small craft unions, the process of organization may prove disturbing to industrial peace.

In some industries, particularly the steel industry, any new industrial union, furthermore, would clash directly with employee representation plans now in practical operation. It is doubted that workers habituated to such representation plans would generally drop voluntarily membership in such organization to join an untied A. F. of L. movement.

\$50,000,000 Annual Profit

The Home Owners' Loan Corporation ultimately will have a book operating profit of \$50,000,000 a year above expenses, it is estimated.

The corporation is exchanging its own 2 3/4 per cent. and 3 per cent. bonds for 5 per cent. mortgages which cover about 67 per cent. of the fair appraised value of the property securing the mortgages.

Similarly, no less is expected to arise out of the loan activities of the Farm Credit Administration, which is exchanging Federal Farm Mortgage Corporation bonds, some at 3 per cent. and others at 3 1/4 per cent. for 5 per cent. farm mortgages which are predicated upon values not in excess of 75 per cent. of the appraised normal value of farm on which placed.

The Problem Facing The Retailer

The problem before serious thinking retailers, as well as other public spirited business men, now is what can be done with the NRA? Most men looking broadly at the problem are probably wondering how the sound and useful parts of the NRA can be salvaged and how the unsound, unnecessary and dangerous elements can be eliminated. Now is the time to lay plans. The NRA, as such, under the present Act, will expire June 16, 1935. The possible alternatives are:

1. To let it lapse and allow all industries and trades to go back to the methods of operation such as prevailed prior to 1933.

2. To have it continued under new legislation either on a permanent basis, or for a definite period of years.

3. To allow it to lapse but to pass its functions over to other Government Departments, as, for example; the Labor Provisions to the Department of Labor or some Board operating under the supervision of the Department of Labor; the Fair Trade Practice to the Federal Trade Commission, or some new body operating in the same manner as the Federal Trade Commission, and, the enforcement of "compliance," as the new dealers have so euphemistically termed it, to the Attorney General's Department.

There is also a real danger that the Government may be jockeyed into letting the industries attempt still more self-government, which, as I have already suggested, will probably mean the end of our present economic system.

It is impossible at the present time to forecast the chances of these alternatives. The outcome will depend much upon the currents of public thinking during the next three or four months. Organization and publicity are all-important in the direction of this thought. Groups of business men are already meeting on every hand for the consideration of this problem. Trade associations on every hand are planning aggressively. Retailers, as many of them have found to their cost during the past year, have a real interest in the NRA. They should have an active interest in planning the future of the NRA.

In the past, retailers have been much too prone to accept whatever was planned for them by the industrial and financial interests of this country. Retailers' thoughts have too often been little more than the shadows of the ideas of manufacturers and bankers. Retailers, having no clear-cut politics of their own, served often as the gallery, and in some cases as the cat's paw for other interests. For example; whenever manufacturers wanted a high protective tariff, retailers, whether or not their own interests and the interests of their consumers were favorably served by a protective tariff, would also be for a protective tariff. When bankers wanted some change in banking legislation, or when they wanted to prevent the passage of some legislation objectionable to them, retailers, whether they were concerned or not and whether they were adversely or favorably affected, usually came out for the bankers. When large employers of industrial labor sought to establish certain labor attitudes and policies, most retailers, even those whose customers were largely workers, took the sides of the industrial employers against their own customers.

It is time, in my opinion, for retailers to write their Declaration of Independence from further servility to the viewpoints of the bankers and industrialists of this country. Retailers have interests of their own. Their interests are very close to those of the consuming public. Whatever affects the consumer affects the retailer.

For a number of years, retailers have gradually been coming to the realization that consumers' and producers' interests are not always parallel, and that where there is such a difference the retailer owes it to himself, as well as to his consuming public, to support the consumers' interests. The opposition in producers' and consumers' interests is nowhere more clearly to be seen than in many of the codes approved by the NRA.

In the emergency now before us, created by the NRA, it is important that retailers of all types, both large and small, independent and chain, should forget their petty competitive squabbles among themselves and unite for the protection not only of their own interests, but also for the interests of their customers.

What is good in the NRA must be saved. The unsound and the harmful provisions must be eliminated. Those groups which have been most grasping and most selfseeking in their code making have disqualified themselves for useful participation in carrying on the work of reconstruction so necessary for the future. Retailers, because they are middle-men, are in a splendid position to serve both producers and consumers most fairly. Retailers have both an opportunity and a responsibility to help plan the reorganization of the activities of the NRA in the interests of the public as a whole.

PAUL H. NYSTROM, President Limited Price Variety.

DRUGS

Michigan Board of Pharmacy

President—Earl Durham, Corunna.
 Vice-President—M. N. Henry, Lowell.
 Other members of the Board—Norman Weess, Evart; Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, Detroit.
 Director—E. J. Parr, Lansing.
 Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.

President—J. E. Mahar, Pontiac.
 Ex-President—Duncan Weaver, Fennville.
 First Vice-President—Ben Peck, Kalamazoo.
 Second Vice-President—Joseph Maltas, Sault Ste. Marie.
 Treasurer—Henry Hadley, Benton Harbor.
 Secretary—Clare F. Allan, Wyandotte.
 Executive Committee—M. N. Henry (chairman), Lowell; Benjamin S. Peck, Kalamazoo; A. A. Sprague, Ithaca; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; Duncan Weaver, Fennville.

Three Outstanding Reports Made at Pontiac

President: I have a telegram which I will read. We know Southwestern Michigan is anxious to entertain the convention in 1935 and this is what they say:

Deeply regretting my inability to attend your convention I wish to heartily endorse our delegate's invitation for the MSPA to come to Benton Harbor and St. Joseph in 1935. Seconding what Mr. Hadley may have brought before you I wish to add that the Twin Cities have already gained an enviable reputation as a convention center, having recently entertained, with signal success, the Shrine, Elks, Odd Fellows, Kiwanis and Exchange clubs. We are adequately provided with all necessary auditorium and hotel accommodations, besides having numerous natural advantages not possessed by any other contenders for the honor of entertaining your Association. We have never entertained the Association, regardless of the fact that we are 100 per cent. MSPA and were the originators of the tri-county association of Berrien, Cass and Van Buren, which is also 100 per cent. MSPA. There is no other locality in Michigan so bountifully blessed with scenic beauty and we are literally one great recreational playground outside our industrial centers. We have wonderful highways in every direction, being on the Great Dunes Highway as well as M 112, the direct Detroit-Chicago route. For your entertainment we can offer perfect golf courses, tennis courts, bathing beaches, fishing, boating, flying and unsurpassed drives through nature's wonderland or among model orchards, vineyards and gardens and an opportunity to visit some of Michigan's largest manufacturing plants. One word regarding our director for drugs and drug stores. E. J. Parr and his deputies have done themselves great credit. They have not only raised the morale of the drug stores, but have spread friendship and confidence to an extent that has never before been known among the druggists of this community. Regardless of whom our next Governor may be, Democrat or Republican, I feel that this convention should support his reappointment 100 per cent. May I ask that the MSPA vote to come to us in 1935?

Jack Brown,
 President Twin City
 President Twin City Druggist Ass'n.

President: I want at this time to introduce Professor Charles Stocking.

Mr. Stocking: I would like to talk about fifteen or twenty minutes, but I will only take two or three. I do want

to report to you on one of the biggest assets this Association has maintained. I wish I could bring this thought home to you that this loan fund is one of the biggest assets this Association has and I thought perhaps some of you had forgotten how it originated. I have a page or so of history which will have to do with the trust and I want to tell you what a pleasure it is for me to administer that fund because it brings me in contact with needy students and gives me an opportunity to in some way or other, to a certain extent at least lend a helping hand to those students who could not otherwise complete their education in pharmacy.

On February 25, 1905, in Ann Arbor, occurred the death of Dr. Albert B. Prescott, the organizer and the first dean of the school of pharmacy of the University of Michigan. During a period of approximately four decades he had been actively engaged in promoting the welfare of pharmacy in the State of Michigan. As dean of the School of Pharmacy, as it was then called, he performed an outstanding service to pharmaceutical education within the state and throughout the Nation. Furthermore, his interest in pharmacy did not rest entirely within the teaching profession, but extended into the avenue frequented by the practicing pharmacists of the state. When the Michigan Pharmaceutical Association was organized in Detroit, May 20, 1874, A. B. Prescott was present and was appointed as a member of the committee on antidotes. The following year he was appointed on the committee on the progress of pharmacy. In this capacity and in many other ways he rendered valuable service for a number of years until the organization known as the Michigan Pharmaceutical Association passed out of existence.

When the Michigan State Pharmaceutical Association came into being in Lansing, November 14 and 15, 1883, Dr. Prescott was again in evidence with other well-known leaders on pharmacy in the state. The published proceedings of the Association present evidence of the faithful service rendered and the pleasant contacts made by this grant old man of pharmacy in his relationship with the pharmacists of the state.

When the State Association met in Kalamazoo in August, 1905, it was the consensus of opinion of those present that a proper memorial to the life and work of Dr. Prescott should be established. After due discussion and deliberation, it was decided to attempt to raise funds through the popular subscription method, by soliciting Association members and alumni of the School of Pharmacy for gifts of money for the purpose of establishing the Prescott Memorial Scholarship Loan Fund to be used to assist needy students in the College of Pharmacy in the University of Michigan.

The first gift to the fund was made by Dr. A. B. Lyons on April 18, 1906. This was followed by other contributions over a period of several years until the fund grew to a figure well

over the thousand dollar mark. Accrued interest and occasional gifts have contributed to the growth of the fund from time to time.

Loans to needy students are made upon the recommendation of the trustees only after each individual case has been considered by the immediate staff of the College of Pharmacy. Each student who borrows from the fund is urged to return the money with the least possible delay after he or she has secured a position following graduation. The record of payment of loans is very satisfactory, as the attached report from the Office of the Treasurer of the University will show:

Loans outstanding June 24, 1933,
 (10) ----- \$1,295.00

New Loans granted (10)	
\$100.00	\$65.00
60.00	60.00
60.00	60.00
62.00	75.00
57.00	60.00
	\$ 659.00

Payments received
 Payments received----- 289.00

Loans outstanding June 20,	
1934 (11) -----	\$1,665.00
Balance of Fund June 24, '33	\$1,834.48
Interest earned -----	54.19
Balance of Fund June 20, '34	\$1,188.67
Loans outstanding June 20,	
1934 -----	1,665.00

Balance available for new
 loans ----- \$ 223.67

Respectfully submitted,
 Charles H. Stocking, Trustee.

President: Thank you, Professor Stocking. I want to take this opportunity to thank the cigar company for the cigars. I also want to thank Mr.

Palmen for being here today. Certainly from the way the subject was handled he will be glad to answer any questions. We have two more members, but before we take them up I want to take this opportunity to give the convention a chance to change Article 4 of the Incorporation and By-Laws from December 31 to June 20. We have started to collect dues on the basis of June 20 instead of December 31 and I would like a motion at this time from anyone that our fiscal year be from June 20 to June 20 of each year.

Motion made by Mr. Parr and supported that such a change be made. Motion carried.

President: I am going to call on Dean Parr next to make his report as Director of Drugs and Drug Stores of the State of Michigan.

Mr. Parr: In accordance with the statutes I hereby submit the annual report of the Michigan Board of Pharmacy:

Receipts for fiscal year ending June 30, 1934:	
Apprentices -----	\$ 446.00
First examination -----	2,740.00
Re-examinations -----	1,620.00
Certificates -----	2,760.00
Reciprocals -----	300.00
Vender licenses -----	12,975.00
Drug store licenses -----	7,395.00
Duplicate certificates -----	60.00
Sundry receipts -----	49.60

Total -----	\$28,345.60
Budget for year -----	22,400.00
Receipts in excess of budget \$	5,945.60
Total expenses (estimate bills not all in) -----	18,556.68
Receipts in excess of expenses -----	\$9,788.92

As a supplementary report this year, we also wish to submit the report of

(Continued on page 22)

Holiday Goods

Our line now on display.

The best we have ever shown.

We invite you to look it over.

Prices Are Right.

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

ACID			FLOWER			Select, lb.			No. 1, lb.			NAPHTHALINE			Xtal, lb.		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55												20 @
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile, lb.														20 @
Carbolic, Xtal., lb.	36 @	43	German, lb.	60 @	70												32 @
Citric, lb.	33 @	45	Roman, lb.		1 40												30 @
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron														2 30 @
Nitric, lb.	10 @	15	American, lb.	50 @	55												25 @
Oxalic, lb.	15 @	25	Spanish, ozs.		1 35												20 @
Sulphuric, lb.	03 1/2 @	10															30 @
Tartaric, lb.	33 @	40															25 @
ALCOHOL			FORMALDEHYDE, BULK			NUTMEG			POWDERED, LB.			QUASSIA CHIPS					
Denatured, No. 5, gal.	43 @	55	Pound	09 @	20												25 @
Grain, gal.	4 00 @	5 00															35 @
Wood, gal.	50 @	60															40 @
ALUM-POTASH, USP			FULLER'S EARTH			NUX VOMICA			OIL ESSENTIAL			QUININE					
Lump, lb.	04 @	13	Powder, lb.	05 @	10												5 oz. cans, ozs.
Powd. or Gra., lb.	04 1/2 @	13															@ 77
AMMONIA			GELATIN			OIL ESSENTIAL			ROBIN								
Concentrated, lb.	06 @	18	Pound	55 @	65												04 @
1-F, lb.	05 1/2 @	13															15 @
3-F, lb.	05 1/2 @	13	GLUE														30 @
Carbonate, lb.	20 @	25	Brok., Bro., lb.	20 @	30												40 @
Muriate, Lp., lb.	18 @	30	Gr'd. Dark, lb.	16 @	25												50 @
Muriate, Gra., lb.	07 1/2 @	18	Whl. Flake, lb.	27 1/2 @	35												75 @
Muriate, Po., lb.	22 @	35	White G'd., lb.	25 @	35												45 @
			White AXX light, lb.		40												60 @
			Ribbon	42 1/2 @	50												
ARSENIC			GLYCERINE														
Pound	07 @	20	Pound	17 1/2 @	45												
BALSAMS			GUM														
Copaiba, lb.	60 @	1 40	Aloes, Barbadoes,														
Pir, Cana., lb.	2 00 @	2 40	so called, lb. gourd.	35 @	60												
Pir, Oreg., lb.	50 @	1 00	Powd., lb.		45												
Peru, lb.	3 50 @	4 00	Aloes, Socotrine, lb.		75												
Tolu, lb.	1 50 @	1 80	Powd., lb.		80												
			Arabic, first, lb.		40												
			Arabic, sec., lb.		30												
			Arabic, soris, lb.		15												
			Arabic, Gran., lb.		25												
			Arabic, P'd, lb.		35												
			Asafoetida, lb.		47												
			Asafoetida, Po., lb.		75												
			Gualac, lb.		60												
			Gualac, powd.		65												
			Kino, lb.		1 00												
			Kino, powd., lb.		1 25												
			Myrrh, lb.		60												
			Myrrh, Pow., lb.		75												
			Shellac, Orange, lb.		35												
			Ground, lb.		35												
			Shellac, white (bone dr'd) lb.		45												
			Tragacanth														
			No. 1, bbls.		1 50 @	1 75											
			No. 2, lbs.		1 35 @	1 50											
			Pow., lb.		1 25 @	1 50											
BERRIES			HONEY														
Cubeb, lb.		65	Pound	25 @	40												
Cubeb, Po., lb.		75															
Juniper, lb.	10 @	20															
BLUE VITRIOL			HOPS														
Pound	06 @	15	1/2s Loose, Pressed, lb.		1 00												
BORAX			HYDROGEN PEROXIDE														
P'd or Xtal, lb.	06 @	13	Pound, gross	27 00 @	29 00												
			1/2 lb., gross	17 00 @	18 00												
			1/4 lb., gross	11 00 @	11 50												
BRIMSTONE			INDIGO														
Pound	04 @	10	Madras, lb.	2 00 @	2 25												
CAMPHOR			INSECT POWDER														
Pound	70 @	90	Pure, lb.	31 @	41												
CANTHARIDES			LEAD ACETATE														
Russian, Powd.	04 @	50	Xtal, lb.	17 @	25												
Chinese, Powd.	02 @	00	Powd. and Gran.	25 @	35												
CHALK			LICORICE														
Crayons			Extracts, sticks, per box	1 50 @	2 00												
White, dozen	03 @	60	Lozenges, lb.	40 @	50												
Dustless, dozen	03 1/2 @	10	Wafers, (24s) box	40 @	1 50												
French Powder, Com'l., lb.	12 @	15															
Precipitated, lb.	12 @	15	LEAVES														
Prepared, lb.	14 @	16	Buchu, lb., short		60												
White, lump, lb.	03 @	10	Buchu, lb., long		70												
			Buchu, P'd, lb.	25 @	30												
			Sage, bulk, lb.		40												
			Sage, loose pressed, 1/4s, lb.		35												
			Sage, ounces		85												
			Sage, P'd and Grd.		35												
			Senna														
			Alexandria, lb.	35 @	40												
			Tinneveilla, lb.	25 @	40												
			Powd., lb.	25 @	35												
			Uva Ursi, lb.		31												
			Uva Ursi, P'd, lb.		45												
COPPERAS			LIME														
Xtal, lb.	03 1/2 @	10	Chloride, med., dz.		85												
Powdered, lb.	04 @	15	Chloride, large, dz.		1 45												
CREAM TARTAR			LYCOPodium														
Pound	25 @	38	Pound	45 @	60												
CUTTLEBONE			MAGNESIA														
Pound	40 @	50	Carb., 1/2s, lb.		30												
			Carb., 1/4s, lb.		32												
			Carb., Powd., lb.	15 @	25												
			Oxide, Hea., lb.		70												
			Oxide, light, lb.		75												
DEXTRINE			MENTHOL														
Yellow Corn, lb.	06 1/2 @	15	Pound	4 54 @	4 88												
White Corn, lb.	07 @	15															
EXTRACT			MERCURY														
Witch Hazel, Yellow Lab.	1 10 @	1 70	Pound	1 50 @	1 75												
gal.	50 @	60															
Licorice, P'd, lb.																	

These Quotations Are Used as a Base to Show the Rise and Fall of Foods Quoted on This and the Following Page.

The following list of foods and grocer's sundries is listed upon base prices, not intended as a guide for the buyer. Each week we list items advancing and declining upon the market. By comparing the base price on these items with the base price the week before, it shows the cash advance or decline in the market. This permits the merchant to take advantage of market advances, upon items thus affected, that he has in stock. By so doing he will save much each year. The Michigan Tradesman is read over a broad territory, therefore it would be impossible for it to quote prices to act as a buying guide for everyone. A careful merchant watches the market and takes advantage from it.

ADVANCED

DECLINED

Pure lard in tierces— $\frac{1}{4}$ c
Pumpkins—5c
Dates—35c

Comp'd lard in tierces— $\frac{3}{4}$ c
Comp'd lard in tubs— $\frac{3}{4}$ c
Split Peas—5c, 10c

AMMONIA

Little Bo Peep, med. 1 35
Little Bo Peep, lge. 2 25
Quaker, 32 oz. 2 10

APPLE BUTTER

Quaker, 12-28 oz.,
Doz. 1 55

BAKING POWDERS

Royal, 2 oz., doz. 80
Royal, 6 oz., doz. 2 00
Royal, 12 oz., doz. 3 85
Royal, 5 lbs., doz. 20 00

10 oz., 4 doz. in case 3 40
15 oz., 4 doz. in case 5 00
25 oz., 4 doz. in case 8 40
30 oz., 2 doz. in case 6 50
5 lb., 1 doz. in case 6 00
10 lb., $\frac{1}{2}$ doz. in case 5 75

BLEACHER CLEANSER

Lizzie, 16 oz., 12s. 2 15
Linco Wash, 32 oz, 12s 2 00

BLUING

Am. Ball, 36-1 oz., cart. 1 00
Boy Blue, 18s, per cs. 1 35

BEANS and PEAS

100 lb. bag
Dry Lima Beans, 100 lb. 8 25
White H'd P. Beans, 4 50
Split Peas, yell., 60 lb. 3 35
Split Peas, gr'n, 60 lb. 4 70
Scotch Peas, 100 lb. 6 90

BURNERS

Queen Ann, No. 1 1 15
Queen Ann, No. 2 1 25
White Flame, No. 1
and 2, doz. 2 25

BOTTLE CAPS

Single Lacquer, 24 gross
case, per case 4 10

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136. 2 26
Corn Flakes, No. 124. 2 26
Pep, No. 224. 2 20
Pep, No. 250. 1 05
Krumbs, No. 412. 1 55
Bran Flakes, No. 624. 1 90
Bran Flakes, No. 650. 1 00
Rice Krispies, 6 oz. 2 40
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 30
All Bran, 10 oz. 2 75
All Bran, $\frac{1}{2}$ oz. 1 10
Whole Wheat Fla., 24s 2 40
Whole Wheat Bjs., 24s 2 31
Wheat Krispies, 24s. 2 40
Post Brands
Grape-Nut Flakes, 24s. 2 10
Grape-Nuts, 24s. 3 90
Grape-Nuts, 50s. 1 50
Instant Postum, No. 8 5 46
Instant Postum, No. 10 4 70
Postum Cereal, No. 0. 2 33
Post Toasties, 36s. 2 26
Post Toasties, 24s. 2 26
Post Bran, PBF 24. 3 15
Post Bran, PBF 36. 3 15

Amsterdam Brands
Gold Bond Par., No. 5 $\frac{1}{2}$ 7 50
Prize Parlor, No. 6. 8 00
White Swan Par., No. 6 8 50

BROOMS

Quaker, 5 sewed. 7 25
Warehouse. 7 75
Winner, 5 sewed. 5 75

BRUSHES

Scrub
New Deal, dozen. 85
Stove
Shaker, dozen. 90
Shoe
Topcon, dozen. 90

BUTTER COLOR

Hansen's, 4 oz. bottles 2 40
Hansen's, 2 oz. bottles 1 60

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s. 14 $\frac{1}{2}$
Paraffine, 12s. 14 $\frac{1}{2}$
Wickless. 40
Tudor, 6s, per box. 30

CANNED FRUITS

Apples
Imperial, No. 10. 5 00
Sweet Peas, No. 10. 4 75

Apple Sauce

Hart, No. 2. 1 20
Hart, No. 10. 5 10

Apricots

Forest, No. 10. 9 00
Quaker, No. 10. 9 75
Gibralter, No. 10. 9 25
Gibralter, No. 2 $\frac{1}{2}$. 2 40
Superior, No. 2 $\frac{1}{2}$. 2 80
Supreme, No. 2 $\frac{1}{2}$. 3 10
Supreme, No. 2. 2 25
Quaker, No. 2. 2 10
Quaker, No. 2 $\frac{1}{2}$. 2 85

Blackberries

Premio, No. 10. 6 00
Quaker No. 2. 1 60

Blue Berries

Eagle, No. 10. 8 75

Cherries

Hart, No. 10. 5 70
Hart, No. 2 in syrup. 2 95
Hart Special, 2. 1 20
Supreme, No. 2 in
syrup. 2 25
Hart Special, No. 2. 1 35

Cherries—Royal Ann

Supreme, No. 2 $\frac{1}{2}$. 3 20
Supreme, No. 2. 2 25
Gibralter, No. 10. 9 25
Gibralter, No. 2 $\frac{1}{2}$. 2 75

Figs

Beckwith Breakfast,
No. 10. 12 00
Carpenter Preserved,
5 oz. glass. 1 35
Supreme Kodota, No. 1 1 80

Fruit Salad

Supreme, No. 10. 12 00
Quaker, No. 10. 11 50
Supreme, No. 2 $\frac{1}{2}$. 3 45
Supreme, No. 2. 2 60
Supreme, No. 1. 1 90
Quaker, No. 2 $\frac{1}{2}$. 3 15

Gooseberries

Michigan, No. 10. 5 35

Grape Fruit

Florida Gold, No. 5. 5 00
Florida Gold, No. 2. 1 45
Quaker, 8 oz. 90
Quaker, 2 $\frac{1}{2}$. 1 45

Grape Fruit Juice

Florida Gold, No. 1. 90
Quaker, No. 1. 90
Quaker, No. 5. 4 50

Loganberries

Premio, No. 10. 6 75

Peaches

Forest, solid pack,
No. 10. 6 60
Supreme, sliced, No. 10 7 75
Supreme, halves,
No. 10. 7 75
Nile, sliced, No. 10. 6 00
Premio, halves, No. 10 6 00
Quaker, sliced or
halves, No. 10. 7 75
Gibralter, No. 2 $\frac{1}{2}$. 2 00
Supreme, sliced No.
2 $\frac{1}{2}$. 2 15
Supreme, halves,
No. 2 $\frac{1}{2}$. 2 25
Quaker, sliced or
halves, No. 2 $\frac{1}{2}$. 2 10
Quaker sliced or
halves, No. 2. 1 70
Pears
Quaker, No. 10. 8 59
Quaker, Bartlett, No.
2 $\frac{1}{2}$. 2 65
Quaker, Bartlett, No.
2. 1 95

Pineapple Juice

Doles, Diamond Head,
No. 2. 1 45
Doles, Honey Dew,
No. 10. 6 75

Pineapple, Crushed

Imperial, No. 10. 7 50
Honey Dew, No. 2 $\frac{1}{2}$. 2 40
Honey Dew, No. 2. 1 90
Quaker, No. 2 $\frac{1}{2}$. 2 35
Quaker, No. 2. 1 80
Quaker, No. 1. 1 10

Pineapple, Sliced Honey Dew, sliced, No. 10. 9 00 Honey Dew, tid bits, No. 10. 9 00 Honey Dew, No. 2 $\frac{1}{2}$. 2 45 Honey Dew, No. 2. 2 00 Honey Dew, No. 1. 1 10 Ukelele Broken, No. 10 7 90 Ukelele Broken, 2 $\frac{1}{2}$. 2 25 Ukelele Broken, No. 2 1 85 Quaker, Tid Bits, No. 10. 8 25 Quaker, No. 10. 8 25 Quaker, No. 2 $\frac{1}{2}$. 2 35 Quaker, No. 2. 1 90 Quaker, No. 1. 1 05		String Beans Choice, Whole, No. 2. 1 70 Cut, No. 10. 7 25 Cut, No. 2. 1 35 Marcellus Cut, No. 10. 6 00 Quaker Cut No. 2. 1 20		CHewing GUM Adams Black Jack. 61 Adams Dentyne. 65 Beeman's Pepsin. 65 Beechnut Peppermint. 65 Doublemint. 65 Peppermint, Wrigleys. 65 Spearmint, Wrigleys. 65 Juicy Fruit. 65 Wrigley's P-K. 65 Teaberry. 65	
Plums Ulilit, No. 10, 30% syrup. 6 50 Supreme Egg, No. 2 $\frac{1}{2}$. 2 30 Supreme Egg, No. 2. 1 70 Primo, No. 2, 40% syrup. 1 00		Wax Beans Choice, Whole, No. 2. 1 70 Cut, No. 10. 7 25 Cut, No. 2. 1 35 Marcellus Cut, No. 10. 5 50 Quaker Cut No. 2. 1 20		CHOCOLATE Baker, Prem., 6 lb. $\frac{1}{2}$ 2 42 Baker, Pre., 6 lb. 3 oz. 2 55 German Sweet, 6 lb. $\frac{1}{2}$ 1 85 Little Dot Sweet 6 lb. $\frac{1}{2}$ 2 55	
Prepared Prunes Supreme, No. 2 $\frac{1}{2}$. 2 35 Supreme, No. 2 $\frac{1}{2}$. 2 00 Italian		Beets Extra Small, No. 2. 1 75 Hart Cut, No. 10. 4 50 Hart Cut, No. 2. 95 Hart Diced, No. 2. 90 Quaker Cut No. 2 $\frac{1}{2}$. 1 20		CIGARS Hemt. Champions. 38 50 Webster Plaza. 75 00 Webster Golden Wed. 75 00 Websterettes. 37 50 Cincos. 38 50 Garcia Grand Babies. 40 00 Hradstretts. 38 50 Odins. 40 00 K. & J. Dun Boquet. 75 00 Perfect Garcia Subl. 95 00 Kenway. 20 00 Budwiser. 20 00 Isabella. 20 00	
Raspberries, Black Imperial, No. 10. 7 00 Premio, No. 10. 8 50 Hart, 8-ounce. 80		Carrots Diced, No. 2. 95 Diced, No. 10. 4 20		Corn Golden Ban., No. 2. 1 45 Golden Ban., No. 10. 10 00 Country Gen., No. 2. 1 20 Marcellus, No. 2. 1 20 Fancy Crosby, No. 2. 1 40 Fancy Crosby, No. 10. 6 75 Whole Grain, 6 Ban- tan No. 2. 1 45	
Raspberries, Red Premio, No. 10. 8 75 Daggett, No. 2. 2 20		Peas Little Dot, No. 2. 2 25 Sifted E. June, No. 10. 9 50 Sifted E. June, No. 2. 1 90 Marcel, Sw. W. No. 2. 1 50 Marcel, E. June, No. 2 1 45 Quaker, E. Ju., No. 10 8 00		Cocoanut Banner, 25 lb. tins. 20 $\frac{1}{2}$ Snowdrift, 20 lb. tins. 20	
Strawberries Hunt, Superior, No. 2 2 35		Canned Fish Clam Ch'der, 10 $\frac{1}{2}$ oz. 1 35 Clam Chowder, No. 2. 2 75 Clams, Steamed, No. 1. 2 75 Clams, Minc'd, No. 1. 2 40 Finnan Haddie, 10 oz. 3 30 Clam Bouillon, 7 oz. 2 50 Chicken Haddie, No. 1. 2 75 Fish Flakes, small. 1 35 Cod Fish Cake, 10 oz. 1 55 Cove Oysters, 5 oz. 1 35 Lobster, No. $\frac{1}{2}$. 2 25 Shrimp, 1, wet. 1 45 Sard's, $\frac{1}{4}$ Oil, k'less. 3 75 Sardines, $\frac{1}{4}$ Oil, k'less. 3 35 Salmon, Red Alaska. 2 20 Salmon, Med. Alaska. 1 75 Salmon, Pink, Alaska 1 38 Sardines, Im., $\frac{1}{2}$ ea. 6 @ 13 $\frac{1}{2}$ Sardines, Cal. 1 00 Tuna, $\frac{1}{2}$ Van Camps, doz. 1 75 Tuna, $\frac{1}{4}$ s, Van Camps, doz. 1 15 Tuna, 1s, Van Camps, doz. 3 45 Tuna, $\frac{1}{2}$ s, Chicken Sea, doz. 1 70 Tuna, $\frac{1}{2}$ Bonita. 1 25		CLOTHES LINE Household, 50 ft. 1 75 Cupples Cord. 2 90	
Canned Meat Bacon, med, Beechnut 2 50 Bacon, lge, Beechnut 3 75 Beef, lge, Beechnut. 3 25 Beef, med, Beechnut. 1 95 Beef, No. 1, Corned. 1 80 Beef, No. 1, Roast. 1 85 Beef, 2 $\frac{1}{2}$ oz., Qua., Sil. 1 80 Corn Beef Hash, doz. 1 90 Beefsteak & Onions, s. 2 70 Chili Con Car, 1s. 1 05 Deviled Ham, $\frac{1}{4}$ s. 1 35 Deviled Ham, $\frac{1}{2}$ s. 2 20 Potted Meat, $\frac{1}{4}$ Libby 48 Potted Meat, $\frac{1}{2}$ Libby. 75 Potted Meat, $\frac{1}{2}$ Qua. 65 Potted Ham, Gen. $\frac{1}{2}$. 1 35 Vienna Saus. No. $\frac{1}{2}$. 90		Pumpkin. No. 10. 4 75 No. 2 $\frac{1}{2}$. 1 20 No. 2. 92 $\frac{1}{2}$		COFFEE ROASTED Lee & Cady 1 lb. Package Ryco. 22 $\frac{1}{2}$ Boston Breakfast. 25 Breakfast Cup. 24 $\frac{1}{2}$ Competition. 19 $\frac{1}{2}$ J. V. 31 Majestic. 33 $\frac{1}{2}$ Morton House. 33 $\frac{1}{2}$ Nedrow. 28 Quaker, in cartons. 25 $\frac{1}{2}$ Quaker, in glass jars. 30	
Baked Beans Campbells 48s. 2 35		Sauerkraut No. 10. 5 25 No. 2 $\frac{1}{2}$ Quaker. 1 20 No. 2. 1 20		Coffee Extracts M. Y., per 100. 12 Frank's 50 pkgs. 4 25 Hummel's 50, 1 lb. 10 $\frac{1}{2}$	
Canned Vegetables Hart Brand Asparagus Natural, No. 2. 3 00		Snickack Supreme No. 2 $\frac{1}{2}$. 1 75 Supreme No. 2. 1 37 $\frac{1}{2}$ Maryland Chief No. 2 1 10		CONDENSED MILK Eagle, 2 oz., per case. 4 60	
Baked Beans 1 lb. Saco, 36s, cs. 1 75 No. 2 $\frac{1}{2}$ Size, doz. 1 10 No. 10 Sauce. 4 00		Tomatoes No. 10. 5 50 No. 2 $\frac{1}{2}$. 1 85 No. 2. 1 40 Quaker, No. 2. 1 10		Cough Drops Smith Bros. 1 45 Luden's. 1 45 Vick's, 40/100. 2 40	
Baked Beans 1 lb. Saco, 36s, cs. 1 75 No. 2 $\frac{1}{2}$ Size, doz. 1 10 No. 10 Sauce. 4 00		CHILI SAUCE Sniders, 8 oz. 1 65 Sniders, 14 oz. 2 25		COUPON BOOKS 50 Economic grade. 2 50 100 Economic grade. 4 50 500 Economic grade. 20 00 1000 Economic grade. 37 50 Where 1,000 books are ordered at a time, special- ly printed front cover is furnished without charge.	
Baked Beans 1 lb. Saco, 36s, cs. 1 75 No. 2 $\frac{1}{2}$ Size, doz. 1 10 No. 10 Sauce. 4 00		CRACKERS Hekman Biscuit Company Saltine Soda Crackers, bulk. 14 Saltine Soda Crackers, 1 lb. pkgs. 1 86 Saltine Soda Crackers, 2 lb. pkgs. 3 36 Saltine Soda Crackers, 6 $\frac{1}{2}$ oz. pkgs. 90 Butter Crackers, bulk. 14 Butter Crackers, 1 lb. 1 72 Butter Crackers, 2 lb. 3 36 Graham Crackers, bulk 14 Graham C's, 1 lb. 1 90 Graham C's, 2 lb. 3 36 Graham C's, 6 $\frac{1}{2}$ oz. 1 00 Junior Oyster C's, blk. 14 Oyster C's, shell, 1 lb. 1 84 Club Crackers. 1 86		CATSUP Quaker, 10 oz. doz. 1 10 Quaker, 14 oz. doz. 1 40 Quaker gallon glass, dozen. 10 25	
Baked Beans 1 lb. Saco, 36s, cs. 1 75 No. 2 $\frac{1}{2}$ Size, doz. 1 10 No. 10 Sauce. 4 00		CHEESE Roquefort. 70 Wisconsin Daisy. 16 Wisconsin Twin. 15 $\frac{1}{2}$ New York June, 1933. 22 Sap Sago. 48 Brick. 16 Michigan Flats. 14 Michigan Daisies. 14 $\frac{1}{2}$ Wisconsin Longhorn. 16 Imported Leyden. 27 1 lb. Limberger. 16 Imported Swiss. 58 Kraft, Pimento Loaf. 25 Kraft, American Loaf. 23 Kraft, Brick Loaf. 23 Kraft, Swiss Loaf. 24 Kraft, Old End, Loaf. 31 Kraft, Pimento, $\frac{1}{2}$ lb. 1 70 Kraft, American, $\frac{1}{2}$ lb. 1 70 Kraft, Brick, $\frac{1}{2}$ lb. 1 70 Kraft, Limbur, $\frac{1}{2}$ lb. 1 70		CREAM OF TARTAR 6 lb. boxes. 35	
Baked Beans 1 lb. Saco, 36s, cs. 1 75 No. 2 $\frac{1}{2}$ Size, doz. 1 10 No. 10 Sauce. 4 00		Red Kidney Beans No. 10. 4 25 No. 2. 90		DRIED FRUITS Apricots Evaporated, Ex Choice. 22 Choice. 20 $\frac{1}{2}$ Standard. 20 $\frac{1}{2}$ Ex. Fancy Moorpack. 20 Citron 5 lb. box. 37	

Currents		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	14	Junket Powder	1 20	Top Steers & Heif.	14	Mixed, kegs	2 30	Am. Family, 100 box	5 05	Med. Japan	19
		Junket Tablets	1 35	Good Steers & Heif.	12½	Milkers, kegs	4 55	F. B. 60c.	2 30	Choice	22@30
Dates		MARGARINE		Beef		Lake Herring		Fels Napha, 100 box		Fancy	
Quaker, 12s, pitted	1 40	Wilson & Co.'s Brands		Med. Steers & Heif.	10½	½ bbl., 100 lbs.	2 25	Ivory, 100 6s.	4 95	No. 1 Nibbs.	32
Quaker, 12s, regular	1 10	Oleo		Com. Steers & Heif.	09			Fairy, 100 box	3 25		
Imperial, 12s, 2 lb.		Nut	11					Palm Olive, 144 box	6 20	Gunpowder	
Imperial, 12s, 1 lb.		Certified Animal Fat	13	Veal		Mackerel		Camay, 72 box	3 05	Choice	34
Figs		Oleo		Top	12½	Tubs, 60 Count, fy. fat	6 00	P & G Nap Soap, 100@3	00	Ceylon	
Calif., 24-8 oz. case	1 70			Good	11½	Pails, 10 lb. Fancy fat	1 50	Sweetheart, 100 box	5 70	Pekoe, medium	63
Peaches		MATCHES		Medium	10½	White Fish		Grandpa Tar, 50 sm.	2 10	English Breakfast	
Evap. Choice	13½	Diamond, No. 5, 144	6 25	Lamb		Med. Fancy, 100 lb.	13 00	Williams Barber Bar, 9s	50	Congou, medium	28
Peel		Searchlight, 144 box	6 25	Spring Lamb	14	Milkers, bbls.	18 50	Williams Mug, per doz.	48	Congou, choice	35@36
Lemon, Dromedary,		Good	6 55	Good	13	K K K K Norway	19 50	Lux Toilet, 50	3 05	Congou, fancy	42@43
4 oz., doz.	1 10	Diamond, No. 0	5 00	Medium	11	8 lb. pails	1 40	SPICES		Oolong	
Orange, Dromedary,				Poor	08	Cut Lunch	1 50	Whole Spices		Medium	29
4 oz., dozen	1 10	Safety Matches		Mutton		Boned, 10 lb. boxes	16	Allspice Jamaica	@24	Choice	45
Citron, Dromedary,		Red Top, 5 gross case	5 25	Good	05½			Cloves, Zanzibar	@24	Fancy	50
4 oz., dozen	1 10	Signal Light, 5 gro. cs.	5 25	Medium	05	SHOE BLACKENING		Cassia, Canton	@24	TWINE	
		Standard, 5 gro. cs.	4 00	Poor	05	2 in 1, Paste, doz.	1 30	Ginger, Africa	@19	Cotton, 3 ply cone	40
Raisins				Pork		E. Z. Combination, dz.	1 30	Mixed, No. 1	@30	Cotton, 3 ply balls	40
Seeded, bulk	7½	MUELLER'S PRODUCTS		Loins	15	Dri-Foot, doz.	2 00	Mixed, 10c pkgs., doz.	@65	VINEGAR	
Thompson's S'dless blk.	7½	Macaroni, 9 oz.	2 10	Shoulders	15	Bixby, doz.	1 30	Nutmegs, 70@90, doz.	@50	F. O. B. Grand Rapids	
Quaker s'dless blk.		Elbow Macaroni, 9 oz.	2 10	Spareribs	10	Shinola, doz.	90	Nutmegs, 105-110	@43	Cider, 40 grain	18½
15 oz.	7½	Egg Vermicelli, 6 oz.	2 10	Neck Bones	05	STOVE POLISH		Pepper, Black	@23	White Wine, 40 grain	19½
Quaker Seeded, 15 oz.	8	Cooked Spaghetti, 24c,	2 20	Trimmings	12	Blackne, per doz.	1 30	Paprika, Spanish	@36	White Wine, 80 grain	24½
California Prunes		17 oz.	2 20	PROVISIONS		Black Silk Liquid, doz.	1 30	Pure Ground in Bulk		WICKING	
90@100, 25 lb. boxes	@6½	NUTS		Clear Back	24 00@26 00	Black Silk Paste, doz.	1 25	Allspice, Jamaica	@18	No. 9, per gross	80
80@90, 25 lb. boxes	@7	Whole		Short Cut, Clear	24 00	Enameline Liquid, doz.	1 30	Cloves, Zanzibar	@23	No. 1, per gross	1 25
70@80, 25 lb. boxes	@7½	Almonds, Peerless	15½	Dry Salt Meats		Med. No. 1, bbls.	2 80	Cassia, Canton	@24	No. 2, per gross	1 50
60@70, 25 lb. boxes	@8	Brazil, large	15	D S Belles	20-25 17	Farmer Spec., 70 lb.	1 00	Ginger, Corkin	@17	No. 3, per gross	2 30
50@60, 25 lb. boxes	@8½	Fancy Mixed	15	Lard		Enameline Liquid, doz.	1 30	Mustard	@21	Peerless Rolls, per doz.	90
40@50, 25 lb. boxes	@9½	Filberts, Naples	20	Pure in tierces	11	E. Z. Liquid, per doz.	1 30	Mace Penang	@20	Rochester, No. 2, doz.	50
30@40, 25 lb. boxes	@11	Peanuts, 3 star	25	50 lb. tubs	advance ¼	Radium, per doz.	1 30	Pepper, Black	@20	Rochester, No. 3, doz.	20
20@30, 25 lb. boxes	@12½	Peanuts, Jumbo	40	20 lb. pails	advance ¼	Rising Sun, per doz.	1 30	Nutmegs	@25	Rayo, per doz.	75
15@24, 25 lb. boxes	@14	Peanuts, Mammoth	50	10 lb. pails	advance ¼	654 Stove Enamel, dz.	2 80	Pepper, White	@30	WOODENWARE	
Hominy		Walnuts, Cal.	14@20	5 lb. pails	advance 1	Vulcanol, No. 10, doz.	1 30	Pepper, Cayenne	@25	Baskets	
Pearl, 100 lb. sacks	3 50	Hickory	07	Compound, tierces	10½	Stovall, per doz.	3 00	Paprika, Spanish	@36	Busbels, Wide Band,	
Bulk Goods		Salted Peanuts		Compound, tubs	10½	SALT		Seasoning		wood handles	2 00
Elb. Macaroni, 20 lb. bx.	1 38	Fancy, No. 1	12	Shelled		F. O. B. Grand Rapids		Chili Powder, 1½ oz.	62	Market, drop handle	90
Egg Noodle, 10 lb. box	1 22	12-1 lb. Cellophane case	1 50	Almonds	39	Quaker, 24, 2 lb.	95	Celery Salt, 1½ oz.	80	Market, single handle	95
Pearl Barley		MINCE MEAT		Peanuts, Spanish, 125	7½	Quaker, 36-1½	1 20	Sage, 2 oz.	80	Market, extra	1 60
0000	7 00	None Such, 4 doz.	6 20	lb. bags	32	Quaker, iodized, 24-2	1 35	Onion Salt	1 35	Splint, large	8 50
Barley Grits	5 00	Quaker, 1 doz. case	95	Filberts	32	Med. No. 1, 100 lb. bbl.	2 80	Garlic	1 35	Splint, medium	7 50
Chester	4 50	Yo Ho, Kegs, wet, lb.	16½	Pecans, salted	55	Packer Meat, 50 lb.	65	Ponelly, 3½ oz.	3 25	Splint, small	6 50
Lentils		OLIVES—Plain		Walnut, California	55	Crushed Rock for ice,		Laurel Bouquet	4 25	Churns	
Chili	10	Quaker, 24 3¼ oz. cs.	1 87	SAUSAGES		cream, 100 lb. each	89	Marjoram, 1 oz.	50	Barrel, 5 gal., each	2 40
Tapioca		Quaker, 24 7½ oz. cs.	3 55	Bologna	12	Butter Salt, 280 lb. bbl.	4 00	Savory, 1 oz.	50	Barrel, 10 gal., each	2 55
Pearl, 100 lb. sacks	7½	High Life, 12 22 oz. cs.	3 45	Liver	16	Block, 50 lb.	40	Thyme, 1 oz.	50	3 to 6 gal., per gal.	16
Minute, 8 oz., 3 doz.	4 05	1 gal. glass, each	1 55	Frankfort	14	Baker Salt, 280 lb. bbl.	3 80	Tumeric, 1½ oz.	35	Pails	
Dromedary Instant	3 50	OLIVES—Stuffed		Pork	16	6, 10 lb., per bale	93	Gloss		10 qt. Galvanized	2 60
Jiffy Punch		Quaker, 24 2½ oz. cs.	1 87	Tongue, Jellied	35	20, 3 lb., per bale	1 00	Argo, 24, 1 lb. pkgs.	1 55	12 qt. Galvanized	2 55
Assorted Flavors	2 25	Quaker, 24 4 oz. cs.	2 75	Headcheese	15	Free Run's, 32, 26 oz.		Argo, 15, 3 lb. pkgs.	2 26	14 qt. Galvanized	3 10
EVAPORATED MILK		Quaker, 24 5 oz. cs.	3 55	Smoked Meats		Five case lots	2 30	Argo, 8, 5 lb. pkgs.	2 36	12 qt. Flaring Gal. Jr.	5 00
Quaker, Tall, 10½ oz.	2 85	Quaker, 24 7½ oz. cs.	4 55	Hams, Cert., 14-16 lb.	20	Iodized, 32, 26 oz.	2 40	Silver Gloss, 43, 1s.	11½	10 qt. Tin Dairy	4 00
Quaker, Baby, 4 doz.	1 43	Quaker, 24 12 oz. cs.	7 83	Hams, Cert., Skinned	@20	Five case lots	2 30	Elastic, 16 pkgs.	1 38	Traps	
Quaker, Gallon, ½ doz.	2 85	Quaker, 24 4 oz. cs.	2 75	Ham, dried beef	@22	Colonial		Tiger, 50 lbs.	2 82	Mouse, wood, 4 holes	60
Carnation, Tall, 1 doz.	2 85	Quaker, 24 5 oz. cs.	3 55	Knuclucks	@22	Fifteen 4s	1 00	Syrup		Mouse, wood, 6 holes	70
Carnation, Baby, 4 doz.	1 43	Quaker, 24 7½ oz. cs.	4 55	California Hams	@14	Twenty 3s	1 05	Blue Karo, No. 1½	2 41	Mouse, tin, 5 holes	65
Oatman's D'ee, Tall	2 95	Quaker, 24 12 oz. cs.	7 83	Picnic Boiled Hams	@18	Thirty 10s	93	Blue Karo, No. 1	3 21	Rat, wood	1 00
Oatman's D'ee, Baby	1 48	Quaker, 24 4 oz. cs.	2 75	Boiled Hams	@24	Iodine, 24, 2s.	1 35	Red Karo, No. 1½	2 63	Rat, spring	1 00
Pet, Tall	2 95	Quaker, 24 5 oz. cs.	3 55	Minced Hams	@13	Iodine, 36, 1½	1 20	Red Karo, No. 5, 1 dz.	3 66	Mouse, spring	20
Pet, Baby, 4 dozen	1 45	Quaker, 24 7½ oz. cs.	4 55	Bacon 4/6 Cert.	@27	Plain, 36, 1½	1 20	Imit. Maple Flavor		Tubs	
Borden's, Tall, 1 doz.	2 95	Quaker, 24 12 oz. cs.	7 83	Beef		Log Cabin Plain, 24, 2s	1 35	Orange, No. 1½, 2 dz.	2 87	Large Galvanized	8 75
Borden's, Baby, 1 doz.	1 48	1 Gallon glass, each	2 10	Boneless, rump	@24 00	BORAX		Orange, No. 3, 20 cans	4 34	Medium Galvanized	7 75
FRUIT CANS		PARIS GREEN		Liver		Washing Powders		Maple and Cane		Small Galvanized	6 75
F O B Grand Rapids		½ s	34	Beef	9	Bon Ami Pd., 18s, box	1 90	Kanuck, per gal.	1 25	Washboards	
One pint	7 75	1s	32	Calf	35	Bon Ami Cake, 18s	1 65	Kanuck, 5 gal. can.	5 30	Banner, Globe	5 50
One quart	9 00	2s and 5s	30	Pork	08	Brillo	85	Kanuck, 24/12 Glass	4 00	Brass, single	6 25
Half gallon	12 00	PICKLES		RICE		Big 4 Soap Chips 8/5	2 30	Kanuck, 12/26 Glass	4 15	Glass, single	6 00
Mason Can Tops, gro.	2 55	Sweet Small	32½	Fancy Blue Rose	5 00	Chipso, large	3 80	COOKING OIL		Double Peerless	8 50
FRUIT CAN RUBBERS		L and C, 7 oz., doz.	32½	Fancy Head	6 10	Climaline, 4 doz.	3 60	Mazola		Single Peerless	7 50
Quaker Red Lip, 2 gro.		Paw Paw, quarts, doz.	2 80	RUSKS		Grandma, 100, 5c	3 50	Pints, 2 doz.	4 10	Northern Queen	5 50
carton	85	Dill Pickles		Postma Biscuit, Co.		Grandma, 24 large	3 50	Quarts, 1 doz.	3 60	Universal	7 25
GELATINE		Gal., 40 Tins, doz.	8 20	18 rolls, per case	2 10	Snowboy, 12 large	1 80	WRAPPING PAPER		Wood Bowls	
Jell-o, 3 doz.	2 10	32 oz. Glass Thrown	1 50	12 rolls, per case	1 39	Gold Dust, 12 lb.	1 80	Butchers D F	05½	13 in. Butter	5 00
Minute, 3 doz.	4 05	PIPES		18 cartons, per case	2 35	La France Laur, 4 dz.	3 65	Kraft	05½	15 in. Butter	9 00
Knox's, 1 dozen	2 25	Cob, 3 doz. in bx.	1 00@1 20	12 cartons, per case	1 57	Lux Flakes, 50 small	4 80	Kraft Stripe	09½	17 in. Butter	18 00
Jelsert, 3 doz.	1 10	PLAYING CARDS		SALERATUS		Lux Flakes, 20 large	4 55	YEAST CAKE		19 in. Butter	25 60
HONEY		Blue Ribbon, per doz.	4 50	Arm and Hammer 24s.	1 50	Old Dutch Clean, 4 dz.	4 40	Magic, 3 doz.	2 70		
Lake Shore 1 lb. doz.	1 90	Bicycle, per doz.	4 70	SAL SODA		Octagon, 96s	3 90	Sunlight, 3 doz.	2 70		
JELLY AND PRESERVES		Caravan, per doz.	2 25	Granulated, 60 lbs. cs.	1 35	Rinso, 24s	4 80	Sunlight, 1½ doz.	1 35		
Pure, 30 lb. pails	2 60	POP CORN		Granulated, 18-2¼ lb.	1 10	Spotless Cleanser, 48,	2 95	Yeast Foam, 3 doz.	2 70		
Imitation, 30 lb. pails	1 85	Sure Pop, 25 lb. bags	2 25	COD FISH		20 oz.	3 85	Yeast Foam, 1½ doz.	1 35		
Pure Pres., 16 oz., dz.	2 00	Yellow, 25 lb. bags		Bob White, 1 lb. pure	25	Sani Flush, 1 doz.	2 25				
12 oz. Apple Jelly, dz.	95	JELLY GLASSES				Sapallo, 3 doz.	3 15				
13 oz. Mint Jelly, dz.	1 60	½ Pint Tall, per doz.	25			Super Suds, 48	3 90				
7 oz. Cranberry Jelly, dz.	90					Sunbrite, 50s	2 10				
						Wyandot, Cleaner, 24s	1 60				



SHOE MARKET

Michigan Retail Shoe Dealers Association.
 President—Clyde Taylor, Detroit.
 First Vice-President—M. A. Mittleman, Detroit.
 Vice-President—Arthur Allen, Grand Rapids.
 Vice-President—Edward Dittman, Mt. Pleasant.
 Vice-President—K. Masters, Alpena.
 Vice-President—Max Harriman, Lansing.
 Vice-President—Fred Nedwick, Saginaw.
 Vice-President—Richard Schmidt, Hillsdale.
 Vice-President—Edward Stocker, Detroit.
 Vice-President—B. C. Olsee, Grand Rapids.
 Sec'y and Treas.—Joseph Burton, Lansing.
 Field Sec'y—O. R. Jenkins, Portland.
 Yearly dues \$1 per person.

Give Business a Truce on Political Experimentation

What this country needs at the moment is an expression from government that will restore business confidence and remove the element of doubt as to further social experimentation. The theories of the Brain Trust may be well-meaning but they increase the doubt as to the path that will help us to work our way out of national, financial and business catastrophe. If something can be done to remove the element of doubt, based on the continual exploitations of political intent, then indeed will we be able to make progress ahead.

Give the business man an opportunity to plan ahead for one, two or more years, and the depression is licked. The doubt and uncertainty that tightens the actions of men and capital is the one great hindrance to recovery.

We sensed at the Conference last week that an entire industry was ready "to go places and do things" but was deterred from action by fears and misapprehensions of political policies. Business men were ready to discount the elections in November and agree that the party in power would find itself in a position of dominating the coming Congress completely. Certainly, the obligation then of government is to lend some assurance to both capital and labor that a breathing spell might be possible so that business might do some future planning.

At our own Conference we noted a hesitancy on the part of many to anticipate and plan operations for next Spring and Summer. The will to make progress was there but doubts enveloped it. Men were reluctant to plan a few weeks in advance when normally, at this time of the year, they would be making commitments for advance materials, supplies and equipment.

In many other lines of industry an immense reservoir of orders is held in check until immediate doubt is removed so that advance planning can be resumed. It is said that in the textile field an immense reservoir of orders is held in abeyance until some assurance is given that labor will accept the contractual responsibility of continuous operation for a period of time set by agreement.

Compulsory arbitration of all labor problems should not be difficult to establish when it is widely known that wages are the basis of purchasing power. It is reasonable to believe that there are reservoirs of orders for shoes,

ready for the making, if some assurance is given that government will not raise havoc with the mutual plans of business and labor.

About the only thing that is interfering with the forward push along all industrial fronts is the unrest that comes through fear of political experimentation. The strangest thing is that if business men feel that further inflation is coming why they do not contract for supplies, equipments and goods when to-day's dollar will buy more than the possible inflated dollar of the future. Isn't that in itself an answer to the need for an expression of steadiness in the government's plan of operation?

The majority of men and corporations are honest and are ready to move ahead. It is no secret that money is idle because the owners of it are afraid to invest it in business developments or securities.

Prices of securities to-day are one of the indicators which show that confidence in business is lacking. You hear generally expressed the opinion that prices of securities are considerably below their actual value based on fair trade conditions but there is no demand for these securities because the feeling of uncertainty is too great. If our argument is logical, security prices would advance and the general belief throughout the country would be that business is to be encouraged and would improve.

There is no question but that during the prosperity orgy many evils crept into business as a result of unwise and unfair action on the part of large financiers and corporations; and that our successful business men failed to recognize the needs of humanity. To-day the business men realize that the obligation of re-employment must rest upon private business.

Four permanent problems are prices, production, wages and hours. Solve the first problem and you have gone a far distance to solve the others. Business men, operating on the profit incentive, would like to venture in advance commitments, business improvements and the purchase of equipment for efficient production. They could buy many things but won't until they are convinced that government policies will indicate that industry is to be encouraged. Recovery, increased employment, and better conditions for the masses will respond if government will give assurance that there will be no radical innovations for at least a year ahead.—Boot and Shoe Recorder.

Items From the Cloverland of Michigan

Sault Ste. Marie, Oct. 15—U.S. 2 from St. Ignace to the Sault is one of the best cement roads in Cloverland, but the county allowing cattle to run at large along the roadside has caused several serious accidents, as well as one death, since the pavement was completed. The Mackinac county supervisors are to be congratulated on passing a resolution that seeks enactment by the state legislature of a new law prohibiting livestock running at large on public highways. A copy of the resolution will be forwarded to their next representative-elect as soon as he is installed in office.

The many friends of Miss Jessie Ferries, owner of the Vogue Hat Shop,

were shocked to hear of her narrow escape when she fell from a ladder last week, breaking six ribs. She was taken to the War memorial hospital, where she may have to remain for a long period.

The merchants of Manistique are rejoicing over the news received by telegraph last week Thursday from the Comptroller of the Currency, authorizing the First National Bank of Manistique to open for business. It is probable that the new bank can open either Saturday or Monday morning. The opening of the new bank will release approximately \$130,000 in Manistique. The officers of the new bank are James C. Wood, President; Dr. G. A. Shaw, vice-president; Fred H. Hahne, executive vice-president, and Mauritz Carlson, cashier.

A bachelor acquaintance hands us this: Too many folks tie up their dogs in the back yard and permit their 16 year old children to run loose.

The new Drummond-DeTour ferry, operated by W. I. Pardridge and A. L. Tausand, is one of the biggest assets to the two places and will mean much toward increasing the hunting and tourist trade of the Island. The new ferry is the last word for the purpose for which it is to serve. It has a capacity to carry about six autos per trip, a nice cabin with cushion seats, rest rooms furnished with up-to-date fixtures, and toilets. The top floors are all steel and are kept neat and clean. It is built so that it can easily plow through thick ice, if necessary, for the benefit of the deer hunters who will soon be moving north. We mention the time schedule: Leaving DeTour 7:40 a.m., 10:30 a.m., 2:30 p.m., 4:30 p.m., 7:30 p.m., and leaving Drummond Island at 7 a.m., 10 a.m., 2 p.m., 4 p.m. and 6:30 p.m. The ferry will also make special trips at a slight advance in fares. Drummond is progressing rapidly. The O-Mah-Me-Kong lodge is a most delightful spot in Vacation land. It is situated near the water and is famous for its delicious meals. The rates are surprisingly reasonable. Everything is up-to-date. Electric light, running warm and drinking water in the guest rooms. The manager, Miss Leila Seaman, also conducts a well-stocked general store in a large stone building next to the Lodge, so that Drummond can honestly be called the hunters' paradise.

Walter Harron, proprietor of the Cloverland hotel on Magazine street for the past two years, has decided to engage in another vocation and offers the hotel for sale. The Cloverland hotel is one of the best in the West end of the city and has recently been remodeled and numerous improvements have been added.

Everybody owes the world something and high budgets are keeping them back in their payments.

Gus White, who has been conducting a confectionery and fruit store and fruit store on South Ashmun street for the past year, has moved his stock to the store North of J. L. Lipsett & Son, on the Island side of Ashmun street. The move was caused by the building of the new Ashmun street bridge, now under construction, which has cut off traffic, and which will not be complete until next June. It surely hit the South side stores when all traffic was routed over Bingham avenue.

Mrs. Nellie Plaunt, operating a home bakery on the South side of Ashmun street for the past year, has closed the business for the present and may not open again this season.

Al Baker, one of the old time lumbermen of Bay City, is visiting one of his old-time friends, Otto Supe. The two families expect to winter at St. Petersburg, Fla., again during the winter.

Everything seems to be taxed these days, including the patience of the taxpayers. William G. Tapert.

Work, and hope for the best.

Politics Ruled Out In Loan Policies

Prospective borrowers are not to expect the Washington Government to influence bank management in the making of loans simply because the Reconstruction Finance Corporation is the holder of preferred stock, it is asserted here.

Every once in a while there is heard the suggestion that political influence might be found to go a long way in the interest of a borrower who may be finding it difficult to get his loan application accepted by his bank.

Aside from contending for honest management in the banks the Government, it is averred, has no disposition to dictate management. It is held that the ownership of commercial bank stock by the Government carries with it great responsibility and must be administered with care and consideration for local interests, the common stockholder, and, therefore, loan pressure is not to be exerted.

Housing the Crucial Factor

Many appraisals of business prospects for 1935 now being made center around the likely success of the efforts of the Administration to stimulate a revival of construction, especially home building.

In some quarters the reopening of the mortgage market which the National Housing Act is expected to bring about by next spring is held sufficient to get building going again.

Others, however, insist that some building costs remain too high for any great volume of new construction. This applies both to wages and materials, they contend.

Without a revival of new construction, such as that now going on in Great Britain, it is doubted that a further major rise in aggregate business activity is to be anticipated for next year.

Three Outstanding Reports Made at Pontiac

(Continued from page 18)
 the activities of the office, which are as follows:

Our inspectors have made 5,403 drug store inspections, 784 patent medicine store inspections; they have made personal calls on 1253 vendors; ninety-two drug stores were found in violation, and 205 patent medicine stores were found in violation; thirty-seven warrants were obtained and twenty-eight convictions were obtained; there were no acquittals up to the present time. The inspectors collected \$6,250. They inspected 882 scales, 10,632 weights and 2,996 graduates and they made 331 special investigations.

Respectfully submitted,

E. J. Parr,
 Director of Drugs and Drug Stores.

High-up, we have to-day too many closed minds and closed purses.

WORTH WHILE CONVENTION

Recently Held By Southern California Grocers

I have had something to say from time to time about the emptiness of trade conventions. I have seen several hundred convention programs in my time, and very few indeed contained much that in my judgment paid delegates to attend. The average convention was little more than a junket, where a lot of the delegates never even attended one meeting.

This criticism fairly applies to grocers' conventions as well as to others, including those held in Pennsylvania. But in the last few years there has been an improvement almost everywhere, certainly in Pennsylvania.

I have just finished reading the program of questions to be discussed at the forthcoming convention of the Southern California Retail Grocers' Association held at Del Monte last Monday, Tuesday and Wednesday. I have never seen anything like it so far as scope and completeness are concerned, and as an example of what a convention can do when it tries I am going to reproduce this list in spite of its great length. Here it is:

What has been the increased cost of merchandise in percentage during the last year or since the rise in prices a year and a half ago? If merchants are not doing that increase in business now, does it mean they are doing less business in tonnage?

Is there a tendency for people to want service more than they did during the last couple of years?

Is there a tendency for more cash markets to open and is there room for them to-day?

Is there a tendency on the part of the large cash and carry market to have a larger mark-up or does increased volume have the tendency of allowing him to do a greater business on a smaller margin?

What are the individual merchants doing to train their people to take a greater personal interest in the customer?

What are some of the advantages of having regular store meetings? Is this allowable by the code?

What should business do to eliminate the inefficient and unprofitable employee?

What policy should merchants pursue towards future buying this year?

Is it necessary to buy certain well-known brands of merchandise or can merchants successfully sell more of a private brand if the quality is right?

What lines of canned merchandise can a grocer make a better margin on?

What lines of canned merchandise can a merchant increase sales on the easiest?

Why have grocers failed to make a real success of bulk coffee in the past?

What kind of a gross margin should be figured on different classes of merchandise?

What margin should a grocer make in fruit and vegetables? In fresh meats?

What effect has the NRA had on the cost of doing business as of to-day?

What percentage of the average store merchandise is dead stock and what method should be used to turn this into cash?

What lines of merchandise can be added to a grocer's stock to increase his business?

What type of merchandise always shows a ready sale and increase in sales when put on display on the counters?

Does modernizing of one's store cut operating costs or increase them? Does it attract new customers?

Is it the tendency of the average successful store to remain the size it is now or are larger stores being considered the thing of to-day?

What should the average merchant do if he is not making money to-day?

Is there such a thing as keeping too many records or keeping too few records?

What are the present day requirements for store arrangement?

Can merchants get help from the government to do remodeling or improving of their buildings at this time?

Are men or women most profitable as clerks in a grocery store?

What part of your business causes you the greatest amount of trouble and how are you overcoming this?

How can an account that is outlawed be collected?

How can an account be collected after a man has gone through bankruptcy?

Are credit losses largely due to conditions or because of poor control of them?

Is it practical to rent out a meat department to another party?

What method do you use to find a new clerk when you want one?

How often should a grocer take stock in his entire store?

How often should he take stock in his meat department?

What is the difference between taking stock, the retail method or the cost method?

How much time per day should a head of a business spend in planning for the future of his business?

What ten reasons would you give for the success of a grocer?

What ten reasons would you give for the failure, or comparatively small success of a grocer?

What have you done to increase the monthly purchases of your regular customers during the last year?

What have you done about replacing inefficient employees with more efficient ones?

How have you settled the question of older employees who are getting to be of less value each year?

Which department or departments are most profitable in your store? Which least profitable?

What percentage of your total number of charge customers buy under \$20 per month? Between \$20 and \$40? Between \$40 and \$60? Between \$60 and \$80? What percentage over \$80 a month? This is quite important for all those attending the conference to determine. It will be a revelation to all to see how these figures compare in various stores.

How have you been able to cut your expenses during the last year?

What problems are you confronted with, with the super or the larger market? How are you meeting this type of competition?

Should the smaller merchant advertise regularly or just occasionally?

What effect has the window display in a smaller medium-sized store?

What are you doing to offset the customers who have moved away during the last few years? Do you keep a separate account of each clerk's sales?

What can a store do to get a customer to buy more of her needs from him?

How far can a store expect to pull customers?

Does it pay to handle ice cream?

How can the fruit and vegetable business be developed?

How can a grocer keep up with the rise in prices these days?

Should a grocer take his advances as the market goes up?

How far can a grocer afford to deliver groceries?

What type of advertising have you found most effective for a cash and carry store?

Do you do any direct-by-mail advertising regularly?

Which of your departments pay the best net profit? Which the least or lose money?

Can you imagine a delegate sitting through the discussion of these most vital questions and being in any doubt that he was getting his money's worth? Personally I don't see how so much ground could be covered even in a week, but if only half of it was covered it would be great work.—Grocery World.

OUT AROUND

(Continued from page 9)

readers than to have an article from one within the industry.

Mr. Prater and his bureau of the Department, as you are aware, has charge of the enforcement of the canners' act, licensing and prescribing sanitary conditions for the operation of canning factories within the state. Also his bureau has charge of the enforcement of the State Pure Food Laws, the Weights and Measures Laws, also the Fruit and Vegetable Standardization work. All of which ties in directly and indirectly with the canning industry.

If for any reason Mr. Prater is unable or unwilling to prepare the article, then let me know and I will proceed to comply with your request.

W. P. Hartmann.

Grand Rapids has many big men, but one of our most representative men—physically, morally and as a constructive genius—is Martin H. Carmody, who has been the executive head of the National organization of the Knights of Columbus for many years. This organization has made a great increase in membership since Mr. Carmody assumed the management of the body and the achievements he has to his credit as the leader of that great undertaking are remarkable in extent, variety and usefulness.

In a movement to promote greater consumption of cheese, Gov. A. G. Schmedeman, Governor of Wisconsin, has issued a proclamation naming Nov. 1-17 National Cheese Week, during which time every family in the country will be urged to eat an additional pound of cheese to consume surpluses and stabilize the market. In his proclamation the Governor explains the plans and purposes of the National week and cites the educational program which was conducted a year ago as being one of the most effective stabilization plans ever undertaken by an industry in its own behalf.

E. A. Stowe.

Hotel Men Vote to Fight NRA

Declaring that "NRA has gone wild," the American Hotel Association, in session at New Orleans, told the world the code is unworkable, and took steps to carry an appeal straight to the President. Resolutions were adopted amid cheers. In seeking an audience with President Roosevelt, the association adopted the following resolution.

Resolved—Inasmuch as it is now clearly evident that the hotels of the United States cannot comply with the provisions of the present NRA code, that a committee seek an appointment with

the President of the United States for the purpose of securing relief from NRA onerous obligations.

Through its general counsel, Frank E. Boland, the Association directed each hotel in Atlanta to return the Blue Eagle and to pay no attention to the Georgia compliance director of the NRA. It served notice that any attempt to violate the constitutional rights of hotel owners would be fought to the limit.

The hotels of Georgia were also advised to return their Blue Eagles immediately to the NRA compliance director of that state and to tell him that the owners would no longer pay any attention to orders from him regarding the conduct of their business.

The Association re-elected Thomas D. Green, of New York, president and Frank W. Bering, of Chicago, secretary.

House May Seek to Expand Home Loan Capital

Material increase in the capital authorization of the Home Owners' Loan Corporation is likely to be sought for that organization by members of the House of Representatives in the next Congress, it is indicated.

A boost of up to \$2,000,000,000 is suggested. Members from the South and West are impressed with the work being accomplished by the corporation in relieving hard pressed home owners who have mortgages coming due. They want, if possible, to expand the service.

Doubt Sharp Price Rise Now

Inflation rumors during the past week have tended to remind the markets of the basically improved statistical position of many commodities.

It is not likely, however, that any new wave of price increase impends.

So long as industrial activity remains at low ebb, as at present, the demand for raw materials must necessarily remain greatly restricted. This will tend to preclude further sharp price gains, except on a purely speculative basis.

Phone 89674
John P. Lynch Sales Co.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
Grand Rapids, Michigan

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

Refrigeration Bargain—Practically new ¾ h. p. Carrier conducting unit. Carrier cold diffuser, two case coils, which can be bought for balance on contract. Kent Radio, Inc., 68 Div. No., Grand Rapids, Mich. 683

Auto Owners Should Use Judgment

Does the reader wish to have his mind inflamed? The State Journal has plenty of inflammatory matter concerning the present effort to tie up the highway financing of Michigan, for all time, in the state constitution, but this paper has preferred not to treat the issue in that way.

When the petitions were filed, which puts amendments two and three on the November ballot, it became quite plain to the State Journal that the signers did not quite realize what they were doing. They were merely asked if they wished to reduce the cost of automobile operation and left to infer that that was all entailed. It was natural response that signers made on the basis of their information. Those carrying the petitions to signers were paid substantial remuneration for going out and getting names. They knew almost nothing of the significance of what they were doing.

Merely on the belief that the public deserved to be informed concerning their own valuable property, the state highways, this paper began a series of informative statements. The contention of this paper has been that the constitution is no place to deal with a matter that should be of purely legislative determination. Furthermore, this paper has shown that if the present indebtedness of the state highway department is not guaranteed with a three cent gasoline tax such indebtedness will have to be guaranteed in some other way. On this plain, matter-of-fact basis this paper has wished to inform its readers without entering into any abusive controversy.

But the effort to amend the constitution has not been conducted by the Michigan Automobile club in either a becoming or straightforward way. It has juggled figures, left untrue implications, has obscured facts and set up sums that are purely fictitious. Two Detroit newspapers, the Free Press and Detroit Saturday Night, have lent themselves to the Michigan Automobile club. Both have not used their intelligence, but have merely lent themselves to the furtherance of an unjust attitude said to be popular in Wayne county. Furthermore a handsome business profit is involved. Michigan Automobile club and two Detroit papers are merely pulling the chestnuts from the fire for unseen interests.

Intimation was made at the outset of this little discussion that no use of inflammatory material was intended. Perhaps what has just been said borders somewhat upon the inflammatory, but it is put out merely as pertinent information. Detroit is benefitting vastly from the state highway department in street widening and in grade separation; yet Detroit has always

taken a "dog-in-the-manger" attitude on state highway affairs. Detroit takes such attitude despite the fact that a traffic survey made three or four years ago revealed that more Detroit automobiles were on state highways, outside of Wayne, than cars from any other county.

And now let the reader remember this: the average driver will in all probability not gain a single red copper cent if he votes in a two-cent tax on gasoline. The big gasoline concerns charge what they think the traffic will bear. If the tax is reduced to two cents, the price of gasoline in all probability will go slowly up to absorb that cent of legal decrease. It has been so in the past. A half cent Federal tax was taken off and that was speedily absorbed by the sellers of gasoline. Down in Tennessee, the gasoline tax is seven cents a gallon, but despite that, the cost of gasoline is 16 cents while with a three-cent tax it is 19 cents up here. The gasoline companies fix their prices largely by what they judge the traffic will bear.

The issue is: Do the automobile users wish to greatly embarrass the state highway department and jeopardize highway maintenance to feather the nest of a few interests?

The State Journal is of long and consistent record in contending against a Federal tax on gasoline, and this paper opposes the sales tax on automobiles; but this paper cannot favor tying up our highway financing in the state constitution. Nor can this paper favor repudiation of just highway indebtedness. Not only is repudiation bad policy, but on the low plane of self interest, we would harm ourselves more than we would benefit. — Lansing State Journal.

Reports on Capital Flight Are Discounted

Recurring reports of the flight of American capital abroad in considerable volume and of the apprehension it caused to the Roosevelt Administration, are being discounted by economists here. These reports are attributed to propaganda efforts to some extent.

It is pointed out that statistics available covering security transfers do not show the movement out of the country in any manner alarming, although it is admitted that it would be possible for movements to occur without being manifested in this data. At the same time, with our present exchange control and other governmental supervision, it is added, the reported flight of capital would be revealed to the Administration.

There has been some tendency to put money into fixed-interest foreign securities, but, apparently, not in alarming proportions. The

commenting economists suggest that, in considering flight of capital rumors, one thinks of the other side of the problem—where is a safe haven for money, a fact, they say, in view of the general unrest throughout the country, that will tend to discount the rumors.

Abandoning Most Favored Nation Clause

Germany's action in giving notice to terminate the most favored nation clause in her commercial treaty with this country may hasten the general abandonment of this principle in commercial treaties.

This country, formerly one of the foremost sponsors of most-favored-nation treatment, has already ratified the recommendation for its temporary modification adopted by the last Pan-American Congress. Practical benefits from such an agreement have been severely curtailed by quotas, foreign exchange restrictions, etc.

General termination of the use of the most-favored-nation clause may be seen if there is no early reversal of the current trend toward a "managed foreign trade." There has been much criticism of the efforts of our State Department to reciprocal trade treaties for the United States, while leaving the most-favored-nation clause undisturbed in our treaties.

Coal Consumption Rising

The usual seasonal increase in demand for coal is slow in making itself felt, trade reports indicate. Consumers, contrary to past experience with fall prices, are hoping for a decline if price fixing under the coal code should be abandoned or greatly modified.

Mine operators and dealers are making every effort to prevent such a move at the time. They point out that prices have generally been advanced in the fall. Since current stocks in the hands of dealers are said to be exceptionally low, they see no prospect of declining prices, but rather expect demand to develop suddenly as soon as the weather turns really cold.

Prospects for a further increase in production are largely based upon heating requirements, it is pointed out. Industrial consumption may improve later on, it is hoped. There are no immediate prospects, however, for industrial buying in excess of the limited current requirements.

The Treasury Refunding

The decision of the Treasury to refund \$1,870,000,000 additional of Fourth Liberty 4½s is interpreted in some quarters as some reassurance against a renewal of monetary experimentation during the next six months.

It is pointed out that the administration can utilize the call to discourage radical ideas of this kind

in Congress, when it gathers in January.

On the other hand, since the called bonds will probably be converted chiefly or wholly into issues with a maturity of less than five years, the conversion is not as closely tied up with monetary policy as would be an attempt to transform these bonds into long-term obligations. A conversion into short terms saves the Treasury interest, but leaves the essential problem of a heavy short-dated Government debt unsolved.

Retail Trade Turns "Spotty"

After about eight weeks of continuous improvement in retail sales volume all over the country, the trend is becoming decidedly "spotty" again.

Sales of staple merchandise show sharp increases in rural sections, particularly in the South and in the heart of the drought area. Industrial areas, on the other hand, report disappointing results during the past week.

The middle of October usually witnesses the fall peak in apparel sales. It did so last year. Currently, however, consumer resistance to higher prices is manifesting itself again.

Merchants fear, therefore, that the experience of several recent depression years may be duplicated this fall. Instead of buying their seasonal requirements at the beginning of the season at regular prices, consumers will postpone purchases, hoping prices will be marked down. This may induce stores to take losses in what is traditionally considered their most profitable season.

Caution in Trade Concessions

In the formulation of reciprocal trade agreements with European nations whose economy closely follows our own, extreme caution will be observed by our representatives to avoid an exchange that is likely to affect adversely our recovery program, it is asserted.

This is said to explain the hesitancy with which the State Department has approached the proposal to enter into negotiations with certain named foreign countries, particularly Canada and industrial nations like Germany.

Taking for instance the iron and steel schedule, there would be no disposition to open this up for reciprocal trades, but rather it would be the intent to pick up certain items that either are of a non-competitive type or with respect to which there is little import competition at the present time and which might be encouraged without material hurt to our own industry.

No human is a failure who retains goodwill toward men.

If you do your best, no consequences need appall you.

Putnam's POPULAR HALLOWEEN CANDIES

Black & Orange Jelly Beans
Black & Orange Jellies
Black & Orange Meadow Creams
Halloween Marshmallow Novelties

PACKED BULK OR PENNY COUNT

Order From Your Jobber

National Candy Co., Inc. PUTNAM FACTORY Grand Rapids, Mich.

7 GOOD REASONS WHY YOU SHOULD STOCK

W. R. Roach &
Co., Grand Rap-
ids, maintain
seven modern
Michigan facto-
ries for the can-
ning of products
grown by Michi-
gan farmers.

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.

Two Birds with ONE STONE!

Everybody likes Shredded Wheat with fruit! This is your chance for double sales—and double profits! Keep Shredded Wheat on display all the time—with bananas and other fruits in season. Suggest this combination to all your customers. You'll be surprised how the extra profit mounts up!

SHREDDED WHEAT



NATIONAL BISCUIT COMPANY



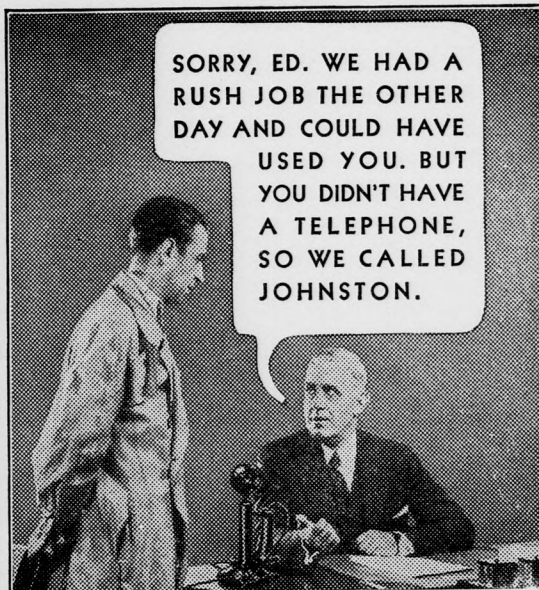
"Uneeda Bakers"



DAVENPORT-McLACHLAN INSTITUTE

Chartered by the State as a Class A College
A PROFESSIONAL SCHOOL OF BUSINESS TRAINING
FOR HIGH SCHOOL AND COLLEGE GRADUATES
GRAND RAPIDS, MICHIGAN

MICHIGAN BELL TELEPHONE CO.



A TELEPHONE OFTEN HELPS FIND WORK

When an application is made for work, either to an employer or at an employment agency, it is very important that the applicant be able to give a telephone number at which he can be reached. For, when jobs open, the quickest and easiest way to summon workers is by telephone. Other things being equal, the applicant who has a telephone is quite likely to get first call.

Telephone service can be had for only a few cents a day. For complete information, write or visit the Telephone Business Office.



Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE
KARAVAN EL PERCO COFFEE
KARAVAN SIXTY-SIX COFFEE

Phone 8-1431

Grand Rapids, Michigan

What every merchant knows

A "SHOE DEALERS" Policy represents
a real adventure in thrift ✓ ✓ ✓

because —



It saves you money — dividends to policy-holders, of 25 to 30 per cent since organization, is a record to be proud of.

• •



It saves worry — prompt and careful adjustments.

• •



It saves costly errors — our insurance auditing service meets a popular and growing need.

• •

MICHIGAN  SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
Mutual Building • • • Lansing, Michigan